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## 2005 FINAL REPORT

# artown

**10 YEARS** **Thirty-one days** on the **SPECTACULAR EVENT**

JULY 1 - 31, 2005



HOSTED BY THE CITY OF RENO

artown

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## **Artown 2005 Final Report**

### **Artown Staff**

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## **Mission Statement**

“The Artown mission is to strengthen Reno’s arts industry, enhance our civic identity and national image, thereby creating a climate for the cultural and economic rebirth of our region.”





The Mormon Tabernacle Choir



Pilobolus Dance Company



Charles Russell's "Pigeons", sold at the Coeur d'Alene Art Auction for \$5.6 million. Photo credit: Michael Scott



Missoula Children's Theatre performance of the "Jungle Book".



Na Lei Hulu, Opening Night of Artown



Reno Philharmonic Orchestra at Pops on the River



Ladysmith Black Mambazo, Food Bank's World Music Series



Bartley Ranch, Beethoven at Bartley Series



Paramount's Laser Spectacular featuring the music of Pink Floyd.



Street Performers on West Street Plaza



Pilobolus Master Class



Artown's Family Series



## *A Proclamation by the Governor*

**WHEREAS**, Artown is a month-long celebration of northern Nevada arts, created to foster dynamic collaborations and encourage excellence by area artists and cultural organizations; and

**WHEREAS**, Artown was founded in 1996 when a group of business and arts executives, together with the City of Reno, developed a plan to use the arts as an economic tool to draw Reno residents to the downtown area by providing an opportunity for them to reflect on northern Nevada's unique sense of place and culture; and

**WHEREAS**, the mission of the Artown project, is to strengthen Reno's arts industry and enhance our civic identity and national image, thereby creating a climate for the cultural and economic renaissance of our region; and

**WHEREAS**, Artown develops educational programs for adults and children, and introduces multi-cultural programming from around the world; and

**WHEREAS**, Artown is a nationally recognized event that hosts the finest in local, national and international performers and artists, bringing cultural diversity and artistic innovation to Reno's forefront; and

**WHEREAS**, the State of Nevada congratulates all those who consistently work with great enthusiasm and diligence in this valuable effort to make the vision of Artown a working reality;

**NOW, THEREFORE, I, KENNY C. GUINN, GOVERNOR OF THE STATE OF NEVADA, do hereby proclaim July of 2005, as**

**ARTOWN MONTH IN RENO**



*In Witness Whereof*, I have hereunto set my hand and caused the Great Seal of the State of Nevada to be affixed at the State Capitol in Carson City, this 17<sup>th</sup> day of June, 2005.

*Kenny C. Guinn*  
By the Governor: \_\_\_\_\_ Governor  
*Alan Heller*  
Secretary of State

By \_\_\_\_\_ Deputy

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## **“If it’s July, it must be Artown”**

- Reno Gazette–Journal

## **ARTOWN HISTORY**

Artown’s tenth anniversary marks a milestone in downtown Reno, proving that the right combination of passion, artistic collaboration and community spirit is just what was needed to spark a legacy. In just ten years, Reno is now recognized as a healthy, vibrant and thriving arts and culture center—not only during July, but 365 days a year. Reno residents and those throughout the Truckee Meadows now celebrate downtown Reno and tourists travel here specifically for July arts events.

The image and perception of downtown Reno has undergone such a dramatic change since the inception of Artown. It is difficult to recall Reno in 1995. There were closed casinos and many vacant buildings. Both community leaders and citizens questioned the reasons for spending money downtown, because so few locals spent time there.

This perception, thankfully, was ignored by a small group of individuals whose strong vision and belief in making things better was convincing enough to inspire change. This small group of people, with the support of C.I.T.Y. 2000 (City of Reno Arts and Culture Commission), developed a plan to use the arts to draw locals downtown by showcasing the community’s cultural depth, igniting a renewed community spirit and civic pride. The result was Artown—a summer arts festival that has become the catalyst for the economic and cultural rebirth of downtown Reno.

Since Artown’s inception, significant changes have taken place in our area: a new Nevada Museum of Art; Harrah’s Plaza for concerts and shows; the new movie theater dedicated to art films; the renovation of McKinley Arts and Culture Center; the conversion of the Riverside Hotel into artists lofts (which is now home of Sierra Arts); the Lake Mansion, home to VSA of Nevada, has relocated downtown; the Pioneer Center has a new plaza; City Hall has moved to the heart of downtown; a new judicial court center is being built; an urban kayak course is thriving on the Truckee River; the University of Nevada, Reno now has a School of the Arts; and thousands of condominiums are being built because people want to live ....downtown.

Artown’s success is based on an ongoing spirit of cooperation and partnership. The result of these collaborations brings together the area’s major cultural groups by providing visibility to emerging artists who need venues and promotion to exhibit and perform their work. It is this cooperation that exemplifies the history and spirit of Artown.

**“In a community trying to reinvent its downtown and to reinvent its tourist image at the same time, Artown has been a revelation and a blessing. Beyond that, it has demonstrated how well a community can work together: the arts groups, the hotel-casino industry, local government, businesses, foundations and people from across the spectrum.”**

- Reno Gazette-Journal

The following statistics demonstrate the record numbers for Artown’s 10th anniversary:

- Artown presented more than 300 events in over 82 locations, collaborating with 87 partners.
- Record breaking attendance of over 260,000. (65,000 are attributed to the live broadcast of 7 events on Reno’s channel 13).
- 80% of all events were produced, performed and created by local artists.
- Due to the generosity of sponsors, foundations and individuals 74% of all events were free to those who attended.
- An average of 15% of all ticket sales were sold to visitors from out of the area.
- According to our survey we learned that 23,400 Artown attendees were from out of town.
- 73% of all Artown attendees purchased food and beverages during the festival.
- 30% of all attendees enjoyed gambling in addition to the arts events.
- When visiting from out of town, people stayed an average of 9 nights during Artown.
- The unique visits to renoisartown.com totaled 9679 from June 5 – July 31.

**“July was the most EPIC month of business I’ve had yet. I increased my bottom line by \$20,000 in ONE MONTH! As a third generation Nevadan, Artown is giving Reno the identity it never had before.”**

-Kevin McGehee, Owner of The Green Room Bar

## **ARTOWN PROGRAMMING AND HIGHLIGHTS**

Artown 2005 focused on showcasing the best local arts and artists, combined with guest artists, to create the most artistically diverse festival possible. Artown 2005 set a goal of engaging new audiences in the arts, and introducing new artists to our audiences. All venues with free events were filled to capacity and all ticketed events sold out.

Artown has always had its roots as a community arts festival. This year was no exception featuring 258 events that were created, organized and presented by many local artists, arts organizations, galleries and businesses, all of which focused on the amazing and diverse talents found year-round in our community.



Our headline concert artists for Artown 2005 were selected to enhance the festival by providing opportunities for Reno to see and hear groups and artists they may otherwise not have the privilege of experiencing. The diverse offering of these highlighted events demonstrates the broad range of Reno's audience base. Artists this year included a Hawaiian contemporary dance company Na Lei Hulu; the biggest and best choir in the world, the Mormon Tabernacle Choir; an amazing performance by modern dance company, Pilobolus; the classical jazz fusion group, Turtle Island String Quartet; the visual and auditory Laser Spectacular; the beautiful Ahn Trio; and the eclectic East Village Opera Company.

**"How ignorant I was to all that Reno had to offer! I had mistaken Reno for being only a gambling town. How wrong I was. Just a few minutes walk from the casinos is the Truckee River- one of the only urban rivers I know of that is fully respected by the city it winds through. A walk along its banks reveals miles of green parklands, and right next to the Artown stage its rapids create a magnificent water park. I spent the day tubing in the water, waiting for sound check. I'm going to take every opportunity to get back to Reno. It was a great - and unexpected- highlight of our tour."**

-Tyley Ross, Co-Founder and Lead Singer, East Village Opera Company

In support of Artown's 10th anniversary this year, the City of Reno, Artown's major sponsor, contributed an additional \$75,000. This additional funding allowed Artown to provide new and innovative programs as well as enhance existing programming.

- Artown After Dark, a program designed to engage audiences who attend events late at night, was introduced.
- Enhanced caliber of musicians at Food Bank's World Music Series and Rollin' on the River.
- The Downtown Art Market, in conjunction with the Pioneer Center and Sierra Arts, provided visual artists the opportunity to display and sell their art on the Pioneer Plaza.
- Street performers were hired to perform at various locations all around the city, throughout the month. Locations varied from the Airport to West Street Plaza to Bartley Ranch Regional Park.
- Project Bandaloop returned to Reno and performed at Sierra Arts.
- A new and improved movie screen was purchased for Movies in the Park.
- The additional funding also enabled Artown to hire an outside public relations firm to enhance national publicity efforts.

Overall, the Artown 2005 programming created a buzz of arts activities throughout the City of Reno. Those involved in the festival, including audience members, artists, presenters and sponsors, exhibited a strong sense of ownership and pride in making Reno a great place to work and live.

## OUTREACH

Artown is for everyone. One of our goals in 2005 was to reach an even broader, more diverse audience than in years past. The following efforts were made to diversify and grow Artown audiences:

- Promotional material, outlining senior friendly Artown events, was produced and distributed to 22 retired and assisted living communities in the months leading up to the festival.
- These same communities were given the opportunity to pre-purchase a block of tickets for three different Artown produced events.
- A youth publication, listing all youth friendly events and educational opportunities was distributed to every elementary school child in Washoe County.
- In an effort to reach even more families, the youth publication was also distributed to organizations including the Boys and Girls Club, the Children's Cabinet, Big Brothers Big Sisters and the City of Reno Parks, Recreation and Community Service Department.
- Mormon Tabernacle Choir flyers were distributed to all choir students in the Washoe County School District.
- Flyers promoting the Missoula Children's Theatre's "The Jungle Book" auditions were distributed to all drama teachers in the Washoe County School District.
- Dance studios throughout the Truckee Meadows were invited to send four students to a free workshop with Pilobolus Dance Theater, compliments of Artown.

As a direct result of the efforts listed above we know:

- 2,455 children participated in Artown's award winning "Discover the Arts" free weekday programs.
- 40 Local youth had the opportunity to audition and perform in the musical theater through the Missoula Children's Theatre project. Other children learned what goes on behind the scenes and participated as theater technicians.
- 750 youth from "disadvantaged/at-risk" neighborhoods participated in enrichment workshops through the Missoula Children's Theatre Project.
- 25 local dance students participated in a master class given by Pilobolus Dance Theater.
- 80 "Bigs and Littles" from Big Brothers Big Sisters joined Artown for the Family Series performance of "Beakman Live."
- Classic Residence by Hyatt purchased a block of tickets and joined Artown for the production of "Always... Patsy Cline."

**...“No event does more to correct the widespread misunderstanding of what Reno is than Artown. Artown is the most powerful counter in the world to that.”**

- Tad Dunbar, Anchor, KOLO News Channel 8 and Artown Sponsor

## MULTICULTURE

Providing multicultural programming targeted at all the people of Reno is a major priority, not only for the Festival, but also for our community year-round.

A partnership between Artown and “Rollin’ on the River” provided the audience with a full evening of Hawaiian music and dance. These artists performed to a capacity opening night crowd of over 3,500 in Wingfield Park. Artown’s partnership with the Food Bank of Northern Nevada to present the “Food for the Soul” World Music Series, in Wingfield Park continued to build cultural bridges by presenting diverse ethnic music. Artists this year included the Gospel Hummingbirds, Ladysmith Black Mambazo, Russian Firebird Quartet and in a partnership with the Nevada Hispanic Chamber, the Reno Jazz Orchestra presented “A Night in Havana.”

Artown also co-presented cultural celebrations on weekends in July. Audiences were invited to experience different foods, music, art and people at the Reno Basque Festival, the Reno Celtic Celebration, and the “Drum, Dance and Didgeridoo” festival. Other cultural events included the Manila Gardens Restaurant who provided various ethnic cuisines and entertainment weekly, and a “Celtic Summer’s Eve” performed by the Reno Irish Dance Company.

**“Whatever I see or hear never fails to brighten my life a bit more and enlarge my understanding and appreciation of the boundless creative capacity of human beings. It is a grand civic event.”**

- Mel Shields, *Sacramento Bee*

## NEW AT ARTOWN

- Local artist, Phyllis Shafer was selected to create the signature piece of art for the 10th anniversary. Her artwork was a perfect match with the festival. Visual rhythms move throughout her work that depicts the Truckee Meadows in a landscape guash that has been applauded by the entire community. Local artists will continue to be selected for future Artown promotional materials.

- A new individual membership campaign, Friends of Artown, inaugurated in 2005 was met with overwhelmingly positive results. Artown acquired 105 “Friends,” with gifts ranging from \$25 to \$5,000.
- Seven events were broadcast live via SNCAT from Wingfield Park through a new program provided by the City of Reno. This allowed the opportunity to those people who were not able to attend Artown, to instantly become engaged in the festival.
- Artown, in collaboration with Sierra Arts, the Nevada Arts Council and the City of Reno, met with Reno artists and arts organizations to understand how Artown can better serve artists and how artists can better work with Artown. Benefits were achieved by all parties as a result of this meeting. Artown will conduct meetings annually to ensure open lines of communication continue.
- The “Little Book of Artown” created by CLM Design and printed by the Reno Gazette-Journal has been a huge success with Artown attendees. Continuous comments from audience members and arts groups emphasized that through this tool, people attended more events and were able to track events daily throughout the festival.
- Lyman Public Relations enhanced Artown’s national coverage. At Lyman’s direction, Beth Macmillan traveled to California in April to share enthusiasm about Artown and Reno. As a direct result, members of the media traveled to Reno during Artown and are telling our story to their circulation. In addition, Artown’s national coverage this year was greatly enhanced.
- Washoe Grill and Bonny Doon made available an Artown Sauvignon Blanc wine this year. Every bottle of wine sold benefited Artown.
- The Coca Cola Corporation made possible a significant in-kind contribution of product throughout July. All sales benefited Artown and presenting organizations.





# Festival of change.

## ARTOWN

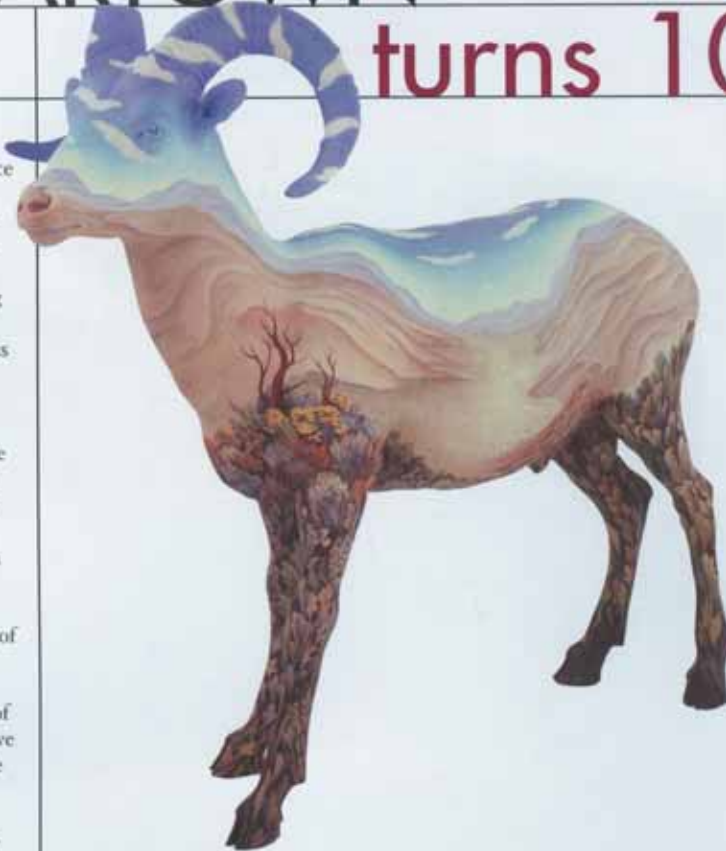
### turns 10.

**I**t may be hard to remember, but there once was a time when locals didn't go downtown. In 1996, the Culture in the Year 2000 Reno Arts Commission ("C.I.T.Y. 2000") went looking for a way to draw Reno locals back downtown. Their idea was an event called "Uptown Downtown ARTown."

"They went to all the arts organizations and said, we have this three-week chunk of time in July, can you come down to the park and present something? All they had was a poster, and 30,000 people came," remembers Beth Macmillan, executive director of the event now simply called Artown.

But there still were plenty of doubters. Bill Kolton, executive director of Sierra Arts, was one of them.

"I was hesitant to take my family to Artown activities for the first couple years," he says. "But after being around it for eight years now, I think it's dramatically affected not only



the arts community, but the community as a whole."

Last year, this little arts festival drew more than 140,000 people. Now on its 10th birthday, Artown has much more to celebrate than the crowd.

### NATIONAL EXPOSURE

At first, Artown primarily consisted of local artists. But as the years passed, Reno began hosting several national and international acts as well, including Mikhail Baryshnikov, Marcel Marceau, and the San Francisco Ballet. The 10th anniversary of Artown will welcome the Mormon Tabernacle Choir, the Chieftains, Ladysmith Black Mambazo, Nā Lei Hulu dance company, the East Village Opera Company, and the Pilobolus dance company, among others. Though, the big names are only a small part of Artown's attractiveness.

"Artown creates a critical mass, because it keeps arts top of mind for people during that month. It's been a wonderful event for us," says Bill Kolton. He says Sierra Arts' biggest crowds happen during Artown, and that's led to increased business year round, not just for Sierra Arts, but for all arts organizations.

Pamela Bobay, partner in the River Gallery and Gallery Cui-ui, agrees.

"Every year we have shows during Artown, and every year we get more clients because of the promotion," she says.

"Sometimes that voice of everyone together is louder than just one voice, so that month has helped everybody's exposure," says Nevada Museum of Art's Deputy Director Amy Oppio. "That exposure helps the community feel proud of its art."

Oppio was involved in the development of Artown from the beginning in 1996, and in her 13 years with NMA, she's seen its tremendous growth, in great part due to Artown.

"I think one of the most important things we can say about Artown as a whole, beyond the collaborative effort, is that it has helped the downtown river corridor reposition itself within the community's mind as a place to spend an evening or go to an event ... it's that community-building that's been really rewarding," Oppio says.

While NMA doesn't plan its exhibits strictly around Artown, like many art galleries do, and, therefore, doesn't measure foot traffic specifically during July, Oppio does credit Artown with an overall increased interest in the arts. She says 40 percent of NMA's yearly 100,000 visitors are tourists.

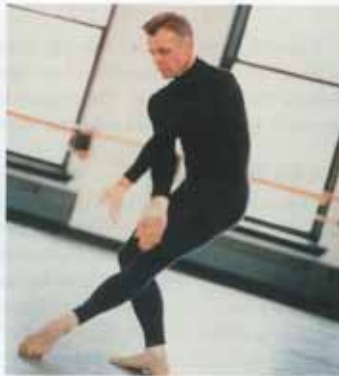
"I do think people are looking at Reno differently, and recognizing that there's a host of things here, between arts and culture and recreation, so that as we grow, that's becoming more distinctive," she says. "And it's not the image that we







**Whimsy** Pilobolus Dance Theater visits Artown this year. The group also came in 2001.



**Dance** Mikhail Baryshnikov visited Reno as part of Artown in 2003.



**Fling** A Bandaloop dancer repels from Riverside Hotel during Artown 2000. Photo by Candice Towell



**Fans** The Lily Cai dance group graced the Artown stage last year. Photo by Andy Barran

had 13 years ago, so that's great for all arts organizations, NMA included."

Steven High, director and CEO of NMA, adds that while the museum's physical attendance increases for July are hard to document, staff members have seen Artown directly benefit the museum in a different way.

"Artown has gotten people to understand that the arts can actually make an economic impact and get tourists in hotel rooms. When the museum was looking to grow and trying to justify the need for new facilities and more of a presence in the community, we actually referred to Artown as an example of what the arts can really do for a community, and in turn, what the NMA could possibly bring."

High points out that the arts and culture industry is unique, in that the organizations within it don't compete.

"The more organizations you have, the more attendance all of them draw," High said. "In that way, I think Artown's been incredibly important for this community. It's helped us all get better and better."

### PROMOTING LOCAL ARTISTS

Amanda Coulson, owner of Dancin' Performing Arts Center and Artistic Director for the Reno Irish Dance Company,



**Big art** Steven High, director and CEO of Nevada Museum of Art, says Artown has raised the bar for arts in our community.

agrees. The Irish dance performances in Wingfield Park now regularly attract up to 1,500 people. Preparations and performances for Artown now consume most of the company's time. Word has spread rapidly, and Artown has made her business grow beyond her wildest dreams.

"The 'big guys' come into town now, and they watch us," Coulson says. "The business is now more demanding. But Artown is an incredible thing for the arts and culture here

in Reno, and I think it's one of the reasons people are moving here. They're hearing about this great arts festival."

For artists in particular, that's sometimes the key to their success. Jonathan Dummar, a 21-year-old dancer from Winnemucca, has been with Ballet Memphis, under the direction of Dorothy Gunther-Pugh for two years. Last July, while home for a summer hiatus from the company, Dummar heard the Joffrey Ballet of Chicago was at Artown. He enrolled in their master class, and was asked to audition for the company in Chicago. He begins his contract with Joffrey this August.

"It was providence," Dummar says. "I just so happened to be home that summer. It was the first time I'd participated in Artown, but it had a huge effect on my career."

Dean Burton, a local photographer and research associate with the University of Nevada, Reno art department, has participated every year since 1999.



**Wall flower** Bill Kolton, executive director of Sierra Arts, says Artown has made a huge impact on the local arts community.

HARRY REID  
NEVADA

DEMOCRATIC LEADER

## United States Senate

WASHINGTON, DC 20510-7012

August 2, 2005

Ms. Beth MacMillan  
Artown  
Post Office Box 3058  
Reno, Nevada 89505

Dear Ms. MacMillan:

Thank you for contacting me regarding your recent arts grant. I appreciate hearing from you.

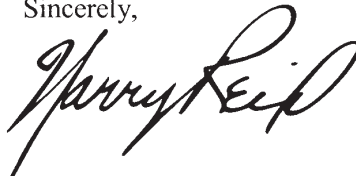
I want to congratulate you on receiving a Nevada Arts Council grant for \$20,315. This is indeed an honor for which you should be very proud. The educational benefits of your work are a wonderful resource for the people of Reno. I am pleased that your arts festival has grown, and am happy that you are celebrating your tenth anniversary this year.

It is a great pleasure for me to learn how the work I do in the Senate for the National Endowment for the Arts (NEA) benefits Nevada artists. Since its inception in 1965, the NEA has played a vital role in supporting the arts in the United States. With nearly one-third of the agency's funds going to state arts councils, the NEA has made art accessible to all communities. I am proud to be an ex-officio member of the National Council on the Arts, the main advisory board for the National Endowment for the Arts (NEA). As a senior member of the Senate Appropriations Committee, please be assured that I remain committed to ensuring strong federal support for the arts.

Again, thank you for taking the time to share your thoughts with me. I look forward to hearing from you in the near future.

My best wishes to you.

Sincerely,



HARRY REID  
United States Senator

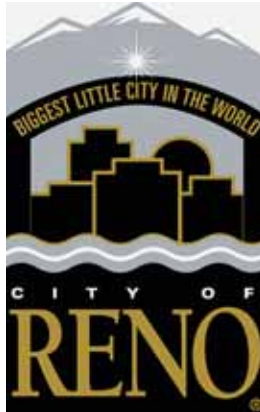
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## Collaborations

Collaborators	Event
Artouring Nevada Museum of Art	Studio Tours and Workshops
Artown Food Bank of Northern Nevada Reno Jazz Orchestra	World Music Series
University School of the Arts Sierra Arts VSA of Nevada Nevada Museum of Art Various Arts Groups Reno Pops Orchestra Carson City's Brewery Arts Center	Discover the Arts
Reno Municipal Band Sierra Nevada Master Chorale	The Happiest Show in Town
Artown Eldorado Hotel Casino Reno Youth City Council	Reno Idol Competition
Artown Eldorado Hotel Casino Hermitage Gallery	Plein Air Paint-Out
Artown Washoe Grill Wine Merchants	Artown Wine
Artown Washoe Grill	Food and Promotional Items
Artown Pilobolus Dance Company Local Dance Studios	Master classes with The Pilobolus Dance Company
Meadowood Mall Reno Chamber Orchestra	The Reno Chamber Orchestra at Meadowood Mall
First United Methodist Church Department of Music/UNR	Sweet Vibrations : Concerts at Church
Reno Hilton Rocky Horror Picture Show	Rocky Horror Picture Show
Sands Regency For the Love of Jazz	Sunday Jazz at the Sands
Inner Rhythms Dance Company Creative Performing Arts Center Sierra Nevada Ballet CityKids	Dancing in the Park Series



<b>Collaborators</b>	<b>Event</b>
Sierra Water Color Society Washoe Medical Center's Promenade Gallery	Sierra Water Color Society Art for the Healing Art
St Mary's Art Center Barnes and Noble	Conversation with Artists
Ageless Repertory Theater Reno and Sparks Libraries	Theater Productions
Silver Legacy Reno Philharmonic	Silver Legacy Birthday Celebration with the Reno Philharmonic
Sierra Antiques VSA of Nevada	Treasures in Your Attic Art and Antique Appraisals
Bella Voce Mile High Jazz Band	Nevada Poetry and Stories of Settlers Set to Music and Song
Washoe County Concert Association Northern Nevada Music Teachers Association	Steinway Series
KTHX Great Basin Brewing Company Nevada Museum of Art	First Thursday
Participating Nurseries Dickson Realty Lake Mansion	Pond and Garden Tour
Featured Local Artists Moana Nursery	An Evening of Art
Northwest Reno NAB Somerset	Family Kite and Bike Festival
Pioneer Center Sierra Arts Artown	Downtown Art Market
Reno Silver Dollar Chorus High Desert Harmony Chorus Playback from Northern California	Harmony Thru the Ages
The Green Room Local Artists Artown	Artown After Dark
Truckee Meadows Quilters Reno Downtown Library Dreamer's Coffee House and Art Gallery	A Quilter's Exhibit  Annual Juried Art Contest and Award Ceremony
Nevada Artists Bleulion Art Gallery Local Artists	Populus



## Our Major Funder: The City of Reno

**"It is such an honor for the City of Reno to be so closely linked to this truly international, spectacular event! It hardly seems like it can be the 10th year. My personal thanks to you and our community's tenacious arts and culture enthusiasts that have worked so hard for such a great cause!"**

-Sharon Zadra, Reno City Council

The City of Reno, from Artown's inception ten years ago, continues to be its principal supporter and host. The City increased its financial support this year to ensure the 10th anniversary festival would be an event to remember. In turn, Artown has brought a rich variety of performing and visual arts to Reno and filled the downtown venues with enthusiastic audiences throughout the month of July. The foresight and leadership demonstrated by the Mayor, City Council, City Manager, and staff in support of the arts and of Artown provides the atmosphere to challenge ourselves to continue to grow and to flourish.

### City of Reno

**Bob Cashell, Mayor**

**Dave Aiazzi, Councilman**

**Pierre Hascheff, Councilman**

**Sharon Zadra, Councilwoman**

**Dan Gustin, Councilman**

**Jessica Sferrazza, Councilwoman**

**Dwight Dortch, Councilman**

**Charles McNeely, City Manager**

## Total City of Reno contribution (cash and in-kind): \$460,000.00

The City of Reno also regraded Wingfield Park and added a new sound system to improve sightlines and the overall experience of Wingfield Park performances.

## Sponsorship/Support

**"Sierra Pacific Power Company has been energizing Reno for over 100 years. Over the past 10 years, Artown has brought a whole new energy to our region. On behalf of Sierra Pacific and its northern Nevada employees, here's to many more decades of electrifying entertainment during the month of July!"**

-Jeff Ceccarelli, Sierra Pacific

## Festival Sponsors

Artown's major festival sponsors were asked to increase their contribution this year by an additional \$5,000, which afforded them not only tremendous exposure in the summer festival, but additional recognition in the "Spirit of Artown" festival in late autumn 2005.

Their generosity has helped Artown in making a significant impact on arts and culture in Reno. We are honored to partner with the following corporate contributors:



**Total Festival Sponsor Contribution: \$117,500**

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## Media Sponsors

Thanks to our media partners the public was kept well informed and up to date on the events during the month of July. Artown applauds the continuing support of:



**Total Media Value: \$616,145**

## Foundation and Government Agencies

Thanks to the philosophy of raising the quality of life for all through arts and education, we recognize our valued foundation and \*government agency sponsors:

Bretzlaff Foundation  
E.L. Cord Foundation  
E.L. Wiegand Foundation  
Gabelli Foundation

Lemelson Education & Assistance Program  
Leonette Foundation  
\*Nevada Arts Council  
Robert Z. Hawkins Foundation

**Total Foundation and Government Agency Contribution: \$213,039**

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## Artown Produced Event Sponsors

Artown continually strives to showcase the best of Reno's vibrant artistic community while bringing in national artists that add stimulation and inspiration to our festival. We would like to recognize our event sponsors that participate in and contribute to our Artown-produced, world-class events:

Ashley Furniture  
*intohomes*  
Circus Circus an MGM Mirage Co.  
John Ascuaga's Nugget  
Countrywide Home Loans  
Northern Nevada Dairymen  
David Morris Group @ Remax Realty  
Rapsallion Seafood House & Bar  
Damonte Ranch

Somerset  
Dickson Realty  
The Sands Regency  
Gary & Wendy Broad  
UNR School of the Arts  
Harrah's  
Western Nevada Supply  
IGT

**Total Artown Produced Event Sponsor Contribution: \$105,500**

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## Other Contributions

Luce & Son/Bonnie Doon/Artown Wine  
Coca-Cola  
Washoe Grill

**Total Value of Other Contributions: \$34,511**



## The following individuals and organizations also contributed:

A2n2 Advertising Association	Friends of the Washoe County Library	Nevada Performing Arts	Silver Club Hotel Casino
Adagio Trust Company	Food Bank of Northern Nevada	Nextmedia Group, Inc.	Silver Dollar Chorus
Ageless Repertory Theater	Fuze	North Hills Veterinary Clinic	Silver Legacy Resort Casino
Alexa Bernal	Historic Reno Preservation Society	Northern Nevada Music Teachers Association	Silver Peak Restaurant & Brewery
All American Piano	Hobey's Casino	Northwest Neighborhood Advisory Board	SNCAT
Allan Fuller	Icon Fine Art & Photography	Patricia Cooper-Ross	Solaegui Engineers, Ltd.
Americom Broadcasting	InnerRhythms Dance Theatre	Patricia Copeland	St. Ives Florist
Anderson & Dorn, Ltd.	Ira Hansen & Sons Plumbing	Peppermill Hotel Casino	St. Mary's Art Center in Virginia City
Argenta	Johnny's Little Italy	Petfolio Magazine	Star Liquor
Artouring	Jon Edmondo	PF Chang's	Stremmel Gallery
Asha Bellydancers	Jungle Vino	Physician Management Associates	Tahoe Quarterly
Atlantis Casino Resort	Karen Bricca	Port of Subs	The Green Room
Bantu Spirit	La Vecchia Ristorante Italiano	Reno Celtic Celebration	Timothy Dyches, MD
Barbara Bentel	Larry Walters	Reno Chamber Orchestra	Tom Bourke
Bella Voce	Laurie McFee	Reno Hilton	Tomaato's Restaurant
Ben's Fine Wine & Spirits	Lenox Barns	Reno Irish Dance Company	Trader Joe's
Bill Copeland	Linda Williams	Reno Jazz Orchestra	Truckee Meadows Community College
Black Bear Diner	Lindsay Bernal	Reno Municipal Band	Truckee Meadows Quilters
Bleulion Art & Space	Lotus Communications	Reno News & Review	Truckee Meadows Sculpture
Bruka Theatre	Manila Garden and Restaurant	Reno Philharmonic Guild	University of Nevada-Reno
Camelot Party Rentals	Marion D. Condie	Reno Philharmonic Orchestra	School of the Arts
Cami Kaiser	Mark Simon	Reno Pops Orchestra	Uptown Market
Carol Taylor	Michael Coulson	Reno Urban Forestry Commission	Van Ness & Sharron Hanson
Cass Kirkham	Microsoft Licensing	Reno Youth City Council	Vocal Art Works
Caughlin Ranch Elementary School	National Automobile Museum	Reno Zazpiak Bat Basque Club	VSA of Nevada
Charles Schwab Bank	Moana Nursery	River Walk Merchants Wine Walk	Washoe County Concert Association
Citadel Broadcasting	Model Dairy	Riverside Artist Lofts	Washoe County Library
CityKids	Milana Mason	Roben Callahan	Washoe Wine Company
Clair Earl	Mile High Jazz Band	Ross Manor	West Second Street Bistro
Clear Blue 22	Moana Nursery	Russell A. Foulk	Youth Artworks
Controlled Burn	Model Dairy	Sarah Ragsdale	Yesco
Cost Plus World Market	National Automobile Museum	Scolari's Food and Drug	
Dart Liquor	Nevada Historic Society	Sheppard Fine Arts Gallery	
David Mathis	Nevada Humanities	Siena Hotel Spa Casino	
Donna Crooks	Nevada Museum of Art	Sierra Arts	
Dorothy Parker	Nevada Office Machines	Sierra Nevada Ballet	
Dreamer's Coffee & Art	Nevada Opera	Sierra Nevada Master Chorale	
EJ's Jazz Café		Sierra Watercolor Society	
Elizabeth Lydon			
Erin Fey			
Erlach Computers			
Ferrari-Lund			
First United Methodist Church			



**1996**

Attendance: **30,000**  
Economic Impact:  
**Unavailable**



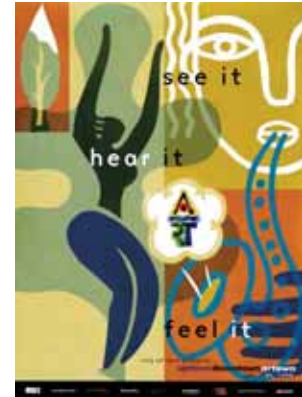
**1997**

Attendance: **60,000**  
Economic Impact:  
**Unavailable**



**1998**

Attendance: **71,000**  
Economic Impact:  
**Unavailable**



**1999**

Attendance: **102,000**  
Economic Impact:  
**\$3,490,699**



**2000**

Attendance: **137,000**  
Economic Impact:  
**\$5,557,356**



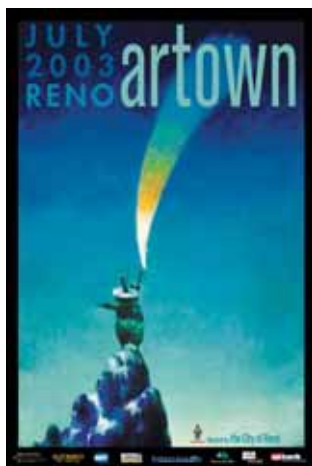
**2001**

Attendance: **161,000**  
Economic Impact:  
**\$5,540,060**



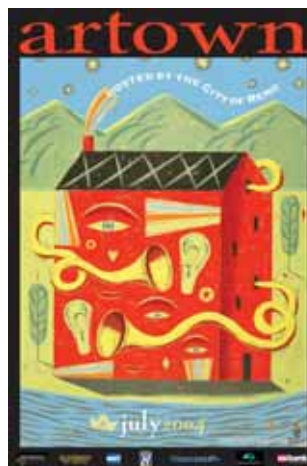
**2002**

Attendance: **146,000**  
Economic Impact:  
**\$5,710,713**



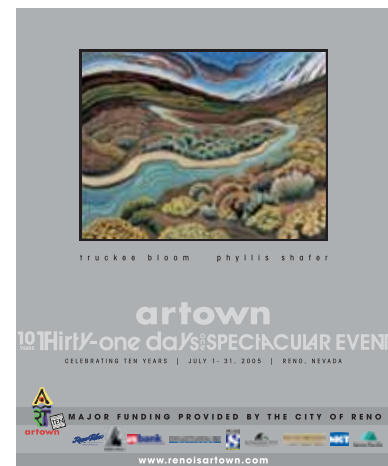
**2003**

Attendance: **140,000**  
Economic Impact:  
**\$6,216,310**



**2004**

Attendance: **141,000**  
Economic Impact:  
**\$11,940,071**



**2005**

Attendance: **260,000**  
Economic Impact:  
**\$12,410,867**

# 2005 Media Recap

This year our media partners, KOLO and the Reno-Gazette Journal, provided significant coverage for Artown, above and beyond previous years. As well, radio was utilized for numerous promotional giveaways and announcements, and contributed notable coverage for our event as added value or at no charge. In addition, we continued our marketing with additional resources, such as casino marquee and billboard displays, and E-blasts from casinos and the RSCVA. We also added SNCAT broadcasts to our media portfolio in 2005, which drastically increased Artown's exposure throughout the community. Here is a breakdown of Artown media coverage for 2005.

## KOLO NewsChannel 8 (Media Sponsor)

**Total Media Value: \$71,665.00 (in-kind contribution= \$4,465.00)**

- 109 commercials.
- Mormon Tabernacle Choir PSAs.
- 3 "Artown Experience" PSAs, aired in rotation.
- Internet link/event listings.
- Weather Wall.
- Live interviews Monday through Friday on News Channel 8 Daybreak.
- Artown coverage on various news shows.

**Total Artown cash investment: \$5,015.00**

## Reno Gazette-Journal (Media Sponsor)

**Total Media Value: \$544,479.96 (in-kind contribution= \$47,680.29)**

(Formula for determining newspaper value is total cash contribution + in-kind contribution + total publicity inch count @ open newspaper rate)

- 25,000 full-color, 48-page "Artown Tenth Anniversary" programs.
- Insertion of program into 11,000 copies of "Reno Magazine", inclusive of mailings to 8,000 subscribers and 3,000 individual sales in various retail outlets.
- Advertising sold within the program to 32 local and national businesses.
- Full-page, full-color "Thank You" ad in Sunday edition.
- Insertion of 75,000 Little Red Books into Wednesday edition of paper.

**Total Artown cash investment: \$54,653.48**

## Tahoe-Carson Area Newspapers (TCAN)

**Total media value: \$4,016.60**

- Ads placed in 7 TCAN publications.
- Articles written in Tahoe World, Sierra Sun and the Record Courier.
- Ad for Artown "Family Series", placed by Somerset.

**Total Artown cash investment: \$1,566.60**

## **Reno News & Review**

**Total Media Value: \$75,462.00 (in-kind contribution=\$13,094.00)**

- Full page ad promoting "Rollin' on the River" each week in July.
- Special 15-page "Artown Preview" section editorial (6/30).
- Four 3/5 page color "Artown Highlights" editorials (7/7, 7/14, 7/21, 7/28)
- 1/10 page color "Artown's Economic Impact" promo (7/7).
- 3/20 page color Artown Website promo (7/14).
- 1/10 page color Artown Website promo (7/21).

**Total Artown Cash investment: \$10,435.00**

## **Tahoe Quarterly Magazine**

**Total Media Value: \$5,000.00**

- Artown informational piece.
- Full-page Mormon Tabernacle Choir ad in spring edition.

**Total Artown cash investment: \$0.00**

## **Northern Nevada Family Life Magazine**

**Total media value: \$4,650.00**

- Insertion for "Family Series", ad placed by Somerset.
- Full-page Artown editorial in both June and July issues
- Two-page spread in Calendar section.

**Total Artown cash investment: \$0.00**

## **Reno Radio Representatives**

**Total Media Value: \$54,115.00**

(Radio stations are KLCA 96.5 FM, KRNO 106.9 FM, KODS 103.7 FM, KWNZ 93.7 FM, KZTQ 97.3, KBZZ 1270 AM, KJFK 1230 AM)

- 200 Artown promotional announcements on KZTQ, KRNO and KLCA.
- 30 minute interview on community awareness show, "Insight," Sunday, 6/26.
- Approximately 15 per week for 4 weeks in July., Artown AfterDark recorded and live promotional announcements on KZTQ.
- 20 promotional announcements per station, per giveaway for Ahn Trio and Pilobolus promotional ticket giveaways on KRNO, KZTQ and KODS.
- Mormon Tabernacle Choir ads, run dates 5/30-6/26.
- KWNZ was the radio sponsor for Reno Idol contest.

**Total Artown cash investment: \$1,287.75**

## **Nextmedia**

(Radio stations are KTHX 100.1 FM, KJZS 92.1 FM, KRZQ 100.9 FM, KURK 92.9 FM)

**Total media value: \$19,625.00**

- 35 thirty-second promotional announcements for Ahn Trio promotional ticket giveaway on KJZS.
- A minimum of 35 promotional announcements for Artown and "Rollin' on the River" per week for 5 weeks.
- 35 thirty-second promotional announcements for Paramount/Pink Floyd Laser Show promotional merchandise giveaways on KURK and KTHX, plus web banner/link on KTHX website, [www.kthxfm.com](http://www.kthxfm.com).

**Total Artown cash investment: \$2,210.00**



## Lotus Radio Corporation

(Radio stations are KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, KPTT 630 AM)

**Total media value: \$31,650.00**

- KOZZ was the radio sponsor for Paramount's "Laser Spectacular" featuring the music of Pink Floyd.
- Approximately 15 promotional announcements between 7/18 and 7/23 on KDOT for promotional ticket giveaway, an e-blast promoting the event, plus a website banner/link on www.KDOT.com.
- Approximately 300 live and recorded promotional announcements and ticket giveaways between 5/31 and 7/23 on KOZZ, web banner/link on www.KOZZradio.com.
- Inclusion in weekly KOZZ E-Blasts.
- Inclusion on the KOZZ show calendar flyer, brought to all events.

**Total Artown cash investment: \$2,000.00**

## Citadel Communications

(Radio stations are KBUL 98.1 FM, KNEV 95.5 FM, KKOH 780 AM, KWYL 102.9 FM)

**Total media value: \$30,950.00**

- KKOH was the radio sponsor for the Mormon Tabernacle Choir performance.
- KBUL partnered with Artown for "Always...Patsy Cline".
- A minimum of 40 recorded and live promotional announcements and promotional ticket giveaways on KKOH from 6/20 through 7/2.
- 30 promotional announcements per week for 8 weeks prior to the show.
- Approximately 66 promotional announcements plus promotional ticket
- Giveaways on KBUL from 7/4 through 7/27.

**Total Artown cash investment: \$850.00**

## KUNR 88.7 FM

**Total media value: \$11,400.00**

- Daily 4-minute Artown updates, twice a day, Monday through Friday and once a day on Saturdays throughout July.
- Ahn Trio promotional announcements and ticket giveaways for 4 weeks.

**Total Artown cash investment: \$2,165.00**

## KBDB 1400 AM

**Total media value: \$250.00**

- 2 weeks of "Always...Patsy Cline" promotional announcements and ticket giveaways on Ken Haskins "Nostalgia" Saturday morning show.

**Total Artown cash investment: \$0.00**

## Additional Artown Marketing

**Total media value: \$40,765.00**

- Peppermill marquee display.
- Atlantis marquee display.
- 4 weeks of RSCVA E-Blasts.
- Circus Circus E-Blasts.
- YESCO billboard display on I-80.
- Artown logo GoBo on side of Reno Hilton.
- Reno Hilton Marquee display .
- SNCAT broadcasts on Channel 13.
- Tag on all Ashley Furniture radio ads promoting "Laser Spectacular".

**Total Artown cash investment: \$0.00**

# Friends of Artown

Local audiences remain the heart and soul of Artown. A new individual membership campaign, Friends of Artown, inaugurated in 2005 was met with over-whelming results. Members received anything from posters and lapel pins to complimentary headliner tickets and VIP passes and discounts on merchandise. But, more importantly, they received the pride in knowing that they could take personal ownership in helping to promote and foster local artists, inspire thousands to participate in the arts, and to bring extraordinary art, cutting edge performances, and emerging artists and favorite standards into our community. Thank you for being a "Friend"!

## **Best Friend/\$5,000**

Ranson & Norma Webster  
Foundation

## **Partner/\$1,000**

DiRienzo, Fred & Margaret  
Satre Family Charitable Fund

## **Yr Round Friend/\$365**

Aiazzi, Dave  
Ardito, Julie  
Attaway, Michele  
Cooper-Ross, Patricia  
Fey, Christine  
Fox, Sandie  
Gingold, Dr. & Mrs. Jeffrey  
Gordon, Sandy  
Grisham, Patrica  
Jackson, Gerald  
Lynch, MD, James  
Mudge, John & Kathleen  
Winograd, Ellen

## **Buddy/\$250**

Boyden, Sheri

Cobb, Tyrus & Sue Ellen  
Speicher, Joel  
Szony, Ferenc

## **Mates/\$75-\$100**

Atcheson, Lynn  
Begbie, Linda & Jim  
Benna, Bruno & Edna  
Cornell, Richard & Denise  
Cox, Robert  
Dixon, Erin  
Drake, D.E.  
Engstrom, Larry  
Goddard, Marybeth  
Richardson, Donald  
Springer, Rowena  
Payant, Robert & Virginia  
Trampus, Mary  
Walters, C.J.

## **Pal/\$50**

Andrews, Byllie  
Burriss, Brian  
Crane, Stewart & Pat  
Dobrus, Mary

Engeldinger, Sharon  
Fruzzetti, Alan & Armida  
Heitzig, Duane  
Hewitt, Marilyn  
Hurlburt, Gail  
Irvin, Edmund & Diane  
Langman, Julie  
Libert, Keith & Christine  
Lynn, Christopher  
Mancini, Brooks  
McCarty, Penny  
McQuarrie, Lynn  
Milldrum, Ann  
Myers, Sally  
Nolte, Helen  
Oliverio, Nettie  
Pallesen, Ruth  
Parr Norton, Cecilia  
Pulver, Peggy & Ken  
Rosenblatt, Daniel  
Ryan, Annie  
Sauls, Mat  
Schroeder, John  
Shaheen, Dan & Gia  
Shewan, James

Slobe, Scott  
Spain, Stacey  
Strunk, Rhonda  
Thyr, Bill  
Vaught, Ron  
Walker-Hill, Karen  
Williamson, Virginia

**Chum/\$25**

Bayer, Christine  
Bishop, Elaine  
Brown, Tim & Ann  
Bellister, Kristin  
Cafferata, H. Treat & Patricia  
Chubb, Janet  
Crow, Jennifer

Czarnik, Becky  
Dolian, James & Carol  
Fricke, Harlan & Carolyn  
Goetz, Jack & Dorothy  
Haynes, Dayle & John  
Jessup, Martha  
Johnson, Brent & Jessica  
Jones, Richard  
Johnson, Cheryl  
Kenyon, James  
Krefting, Judith  
Kutten, Linda  
Major, Michael  
Martin, Pat & Sally  
Miskimmins, Erin  
Muller, Ernest & Mary

Mustard, Donald & Mary  
Neville, Helen  
Pennington, Michael  
Peterson, Linda  
Phillips, Gerald  
Richardson, Debra  
Root, Jenifer & Brian  
Schraub, Niki  
Schroeder, Ted & Susan  
Shonnard, Joan  
Swan, Evie  
Turnbull, Bonnie  
Utter, John & Anne Marie  
Volpp, Rosemary  
Wells, Karen



Artown attendees wait out the storm for a performance of "Always...Patsy Cline."

JOHN ENSIGN  
NEVADA

COMMITTEES:  
ARMED SERVICES  
COMMERCE, SCIENCE, AND  
TRANSPORTATION  
HEALTH, EDUCATION, LABOR,  
AND PENSIONS  
BUDGET  
VETERANS' AFFAIRS

*United States Senate*  
WASHINGTON, DC 20510-2805

August 5, 2005

356 RUSSELL SENATE OFFICE BUILDING  
WASHINGTON, DC 20510-2805  
(202) 224-6244

333 LAS VEGAS BOULEVARD, SOUTH  
SUITE 8203  
LAS VEGAS, NV 89101  
(702) 388-6605

400 SOUTH VIRGINIA STREET  
SUITE 738  
RENO, NV 89501  
(775) 686-5770

600 EAST WILLIAM STREET  
SUITE 304  
CARSON CITY, NV 89701  
(775) 885-9111

website: [ensign.senate.gov](http://ensign.senate.gov)

Ms. Beth Macmillian  
PO Box 3058  
Reno, Nevada 89505

Dear Ms. Macmillian:

Thank you very much for taking the time to contact me about the Nevada Arts Council. I value the opinions of every Nevadan and am always grateful to those who take the time to inform me of their views.

I am glad you find the endeavors of the Nevada Arts Council to be beneficial. For many people, music and the arts have the power to bring communities together through shared experience, which is important today's increasingly fragmented world. I hope the Nevada Arts Council's continued work will allow you to grow and improve your program and I hope you will continue to keep me informed about any new developments. Please let me know if there is anything I can do for you.

Thank you again for your comments. Should you have any other questions or comments or would like to contact me in the future regarding another issue, please do not hesitate to either write or e-mail me via my website at <http://ensign.senate.gov>.

Sincerely,

  
JOHN ENSIGN  
United States Senator

JE/dq

# Creating Wealth

This report will provide two bottom line numbers. A total wealth number that includes money paid to visiting artists and a "Local Wealth" number that will calculate wealth generated here in northern Nevada. However, neither of these numbers will include a calculated value of broadcast news stories. Also, this number does not assign a value to out-of-market publicity. Due to the widespread national coverage this year, we are simply not able to calculate that number.

## Artown Festival Total Media Value, Including In-Kind

\*Recorded media values are less Artown's cash contribution

KOLO \$66,650.00  
Reno Gazette-Journal \$489,826.48  
All Radio \$139,477.25  
Other Local Media Outlets (TCAN, RNR, Tahoe Quarterly Magazine, No. NV Family Life Magazine) \$77,127.00  
Additional Marketing Campaign \$40,765.00

**\$813,845.73**

+

Artown Sponsors  
(Funding toward the administration and marketing of Artown)

City of Reno Title Sponsorship of Artown \$460,000  
Corporate Sponsorships of Artown \$117,500  
Foundation/State of Nevada \$213,039

**\$790,539**

+

Friends of Artown

**\$16,147**

+

Individual Event Budgets

Budgets of 68 participating arts organizations for Artown events

Artown events budgets (Total \$411,552): Ahn Trio, Always... Patsy Cline, Beethoven at Bartley, East Village Opera Company, Discover the Arts, Family Series, Laser Spectacular, Mormon Tabernacle Choir, Movies in the Park, Na Lei Hulu, Pilobolus.

Individual Organization budgets: The Basque Festival (\$14,539), The Celtic Celebration (\$35,085), The Great Basin Chautauqua (\$53,023), Bruka Theater (\$10,000), The Food Bank of Northern Nevada (\$59,488), The National Automobile Museum (\$9,856), Reno Municipal Band (\$20,228), Reno News and Review (\$21,372), Sierra Arts (\$40,240), Reno Philharmonic Guild (\$41,500), Nevada Opera (\$21,157), VSA of Nevada (\$8,400), Youth Art Works (\$45,883), Asha Belly Dancers (\$9,656), Sierra Nevada Ballet (\$7,000), Inner Rhythms Dance (\$7,399), Creative Performing Arts Center (\$6,853), Reno Silver Dollar Chorus (\$7,244) For The Love of Jazz (\$7,200), Chief-tains /John Ascuaga's Nugget (\$35,000)

+ 48 additional events at an average budget of \$1,783 each (total \$85,584)

**Total Event and Organization budgets \$ 958,259**



## Estimated Artown Consumer Spending

Of the estimated 195,000 people attending the month long festival 461 responded to the 2005 Artown survey. 88% had local zip codes and 12% had zip codes from out of the area. The following consumer spending figures are based upon the information provided from the survey results, then applied to the attending populations.

Purchase of food and or beverages = \$3,595,761  
(Average purchase per person \$25.26 X 73% of total Artown attendees)  
Expenditure at a Casino = \$3,415,815  
(Average expenditure per person \$58.39 X 30% of total Artown attendees)  
Expenditure on Hotel Accommodations = \$426,816  
(Average expenditure per person \$96.00 X 19% of persons from out of town)  
Expenditure on shopping and gifts = \$1,246,888  
(Average expenditure per person \$58.13 X 11% of Artown attendees)  
Expenditure at Special Events = \$75,578  
(Average expenditure per person \$46.25 X 7% of persons from out of town)  
Expenditure at Shows and Entertainment = \$210,600  
(Average expenditure per person \$60.00 X 15% of persons from out of town)  
Expenditures at Museums = \$89,526  
(Average expenditure per person \$29.43 X 13% of persons from out of town)  
Expenditure on recreational activities = \$565,500  
Average expenditure per person \$29.00 X 10% of Artown attendees)  
**\$9,626,484**

### **Estimated Local Wealth Created by Artown:**

**\$12,205,274.73**

\* In order to determine a realistic value of wealth created in the northern Nevada economy, we have subtracted all fees paid to artists and performing groups from out of town.

### **Estimated Total Wealth Created by Artown:**

**\$12,410,867.73**

*Elle Magazine, July 2005*



*Alaska Airlines Magazine, July 2005*

**RENO, NV**

**FESTIVAL OF THE ARTS**

The Ahn Trio, a spunky classical music ensemble of three Korean sisters, will perform music ranging from Beethoven to The Doors on July 24 as part of the 10th anniversary of Artown, a monthlong festival of dance, music, theater, visual arts and more, July 1 through 31 in Reno, Nevada. For more information, call 775-322-1538 or visit [www.renoisartown.com](http://www.renoisartown.com). —Leslie Forsberg

COURTESY: RENO IS ARTOWN

A photograph of the Ahn Trio, three Korean sisters, performing. One sister is playing a double bass, another is playing a violin, and the third is standing in the center. They are all smiling and wearing colorful, modern clothing.

# Artown Exposure

## Print Publications

Elle Magazine  
Arthur Frommer's Budget Travel Magazine  
Contra Costa Times  
The Oregonian  
Outlands Magazine  
Sacramento Bee  
Alaska Airlines Magazine  
Granite Bay View  
San Mateo County Times  
Oakland Tribune  
San Francisco Chronicle  
LA Daily News Group  
Las Vegas Review-Journal  
Fresno Bee  
Sierra Sun  
Tahoe World  
Moonshine Ink  
San Ramon Valley Times  
Estates West Magazine  
Nevada Woman  
Reno Magazine  
Tahoe Quarterly  
NCOT Planner  
Record Courier  
The Arizona Republic  
Modesto Bee  
Amarillo News  
Pittsburgh Post Gazette  
Daily Free Press  
Decatur Daily  
East Bay Express  
Sunday Valley Times  
Courier Journal  
Mercury News  
Vancouver Providence  
Daily Tribune  
Reno News and Review  
Reno Gazette-Journal  
ANG Newspaper Group

## Electronic Media

USATODAY.com  
SignonSanDiego.com  
VIA Online Events  
NCTimes.com  
CityofReno.com  
RenoTahoeabout.com  
Travel.yahoo.com  
lgougo.com  
Renoceltic.org  
Judges.org  
Bawdyscaste.org  
Gotorenотahoe.com  
Newsreview.com  
Newtoreno.com  
Ashabellydancers.com  
Artsoul.homestead.com  
Reno.com  
Sierra-Arts.org  
Theatercoalition.org  
KOLOTV.com  
RGJ.com  
Foxreno.com  
Historicreno.org  
FBNN.org  
TMCC.edu  
Wcities.com  
SNCAT.org  
Yournevada.com  
Eldoradoreno.com  
Wildflowervillage.com  
Vsarts.org  
Washoecountyparks.com  
About.com  
Contracostatimes.com  
Sixnewthings.com  
Mountaingetaway.com

# 2005 ARTOWN FESTIVAL SURVEY RESULTS

Artown staff and volunteers gathered 456 surveys during July 2004 and 461 surveys during the 2005 Artown Festival.

## 1. What is your zip code?

Category	2005%	2004%
Reno/Sparks	88	84
Out of Town	12	15
No Answer		1

## 2. Who did you come with today?

(Respondents selected multiple options. Percentages are calculated on number of surveys gathered.)

Category	2005%	2004%
By Myself	8	10
Family	28	35
Friends	44	42
Sponsor/Partner	34	35
Children	10	14
Out-of-town guests	2	4
Other	2	2

## 3. How did you hear about this event?

(Respondents selected multiple options. Percentages are calculated on number of surveys gathered.)

Category	2005%	2004%
Newspaper	44	46
Word of Mouth	23	34
Brochure	42	40
Other	15	15
Flyer	5	7
TV	9	8
Radio	9	13
Website	10	11
Magazine	5	4
E-mail	4	3

## 4. Have you ever attended Artown before?

Category	2005%	2004%
Yes	78	80
No	20	17
No Response	1	1
Don't Know	1	1

**5. How many Artown events have you attended and plan to attend from July 1 - 31?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
1 to 4	38	40
5 to 8	32	33
9 to 12	13	13
13 or more	12	7
No Response	5	7

**6. How likely are you to attend more cultural performances in the next year as a result of your experience at Artown?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Extremely Likely	49	51
Very Likely	35	33
Somewhat Likely	12	12
No Response	2	1
Not very likely	1.6	2
Not at all	0.4	1

**7. When you attend an Artown event do you also:**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Restaurant/Purchases food or beverage	66	65
Gambling/Casino visit	N/A	N/A
Shopping	10	17
Hotel/Lodging	2	3
Participate in recreational activity	10	9
Other	3	5
None of the above/No response	9	1

**8. Are you male or female?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Female	67	69
Male	31	30
No Response	2	1

**9. What is your race/ethnicity?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Caucasian (not Hispanic)	86	88
Hispanics	1	3
Asian/ Pacific Islander Descent	2	2
African Descent/ Black	2	2
American Indian/ Native American	5	2
Other responses	2	1
No response	2	1



**10. What is your highest level of education?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Post Graduate	28	26
College Graduate	32	35
Some College	22	21
High School / GED	5	9
Vocational School	3	3
High School	2	1
No response	7	5

**11. What is your occupation?**

(Respondents selected multiple options. Percentages are calculated on number of surveys gathered.)

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Executive or Professional	26	32
Technical	6	4
Clerical or Office Worker	6	4
Sales	4	4
Skilled labor	2	4
Retired	20	21
Manager or Administrator	11	9
Student	6	9
Military	1	1
Other	8	7
Homemaker	7	5
Part Time	5	3
Self Employed	8	9
Arts Professional	2	3

**12. What is your approximate combined household income?**

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Less than \$49,999	18	25
\$50,000 to \$74,999	18	23
\$75,000 to \$99,999	21	15
\$100,000 or more	24	21
No response	19	16

**13. If you are from out of town:****Did you come to Reno specifically for Artown?**

(2005 data is based on 27 respondents who indicated by zip code they were from out-of-town and also answered this question. 2004 data is based on 72 respondents who indicated by zip code they were from out-of-town.)

<b>Category</b>	<b>2005%</b>	<b>2004%</b>
Yes	43	44
No	57	5

### How many nights are you staying?

(Based on 18 respondents who provided out-of-town zip codes and answered this question)

	Number	Percent
One	2	11
Four	3	16
Six	3	16
Seven	5	27
Ten	1	5
Thirteen	1	5
Fourteen	2	11
Forty-four	1	5

### 14. Would you recommend northwest Nevada as a cultural destination to others?

(Responses from those indicating they were from out-of-town.)

Category	2005%	2004%
Yes	86	82
No	6	9
No Answer	8	9

### 15. Have you gambled at a casino in northwest Nevada within the last 30 days?

(Responses are from those who indicated they were-out-of-town)

Category	2005%	2004%
Yes	22	26
No	71	67
No Answer	7	7

### 16. How did you travel here?

(Responses are from those who indicated they were-out-of-town)

Category	2005%	2004%
Car	76	76
Airplane	18	19
Bus	3	5
Train	3	0
No Answer		11

### 17. Do you consider returning to Reno for any of the following reasons?

Category	2005%	2004%
This event	9	12
The Artown Festival	13	13
Another arts/cultural festival	13	13
Visiting family/friends	10	19
Business	7	8
Conference	6	2
Gambling	6	2
Outdoor recreation	3	8
Vacation	13	7
Shopping	12	9
As a place to live	4	3
Education	4	4

## Audience Quotes

"Artown is the best thing that ever happened to Reno."

"The Little Red Book is THE BEST- I will actually attend more events because of it! Do it again!"

"Please keep this wonderful event going (Artown)! It is one of the best things about this city and a month to look forward to!"

"Artown is a crown jewel for Reno-keep up the great job!"

"Wonderful schedule of events. We would have attended more if we were Reno residents."

"Artown is a magnificent event. I talk about it to anyone who will listen."

"Excellent!! It makes me very proud to live in No. NV and have such exemplary cultural events."

"Artown is awesome! I love that events like this bring people to downtown."

"Excellent selection of activities."

"Artown is the best thing to happen to Reno! The little square booklet was excellent-well organized and the right size to carry in a purse. I use it all the time, and have attended more events because of it. Good job!"

"Love it (Reno) for Artown - the Bay Area is wonderful, but Artown a close #2."

"Thank you for all the excellent organization, variety, and advertisement."

"THIS IS AWESOME!!"

"We love Artown!"

Van Ness Hansen, DDS  
475 South Arlington Ave.  
Reno, Nevada 89501

ARTOWN  
Att'n.: All Worker Bee's  
P.O. Box 3058  
Reno, Nevada 89505

Dear Friends,

This is a sincere attempt on my part to express thanks and commendations to all of you for an outstanding month that citizens of and visitors to Reno had because of your efforts.

It was awesome to see the commitment of you individually and then your collective efforts in planning all of the details over such a long period of time, then making it happen so effectively over the month....finding participating artists, scheduling and then overcoming logistical hurdles you faced. To me, the quality of the venues appeared to very favorably impact the diverse interests of those attending the specific events. For me I enjoyed venturing into areas of the arts that were new to me, i.e. the Ahn Trio and Coeur d'Alene Art Auction. My personal favorite was the Mormon Tabernacle Choir.

With my wife and I having lived in Reno for fifty-two years now, we are enjoying the benefits of experiencing the community pulling together with the Arts as a common focus. The potential of Reno becoming a really outstanding place to live is happening in large measure because of efforts expended by Artown and the support of local entities.

We really do "Love This Place".

Thanks again!



Van Ness Hansen, D.D.S.

To Whom It May Concern,

I would like to sincerely thank the people who brought the Missoula Children's Theatre to Reno, NV for the 2005 – 2006 school year. My name is Jim Frost and I teach fourth grade at Veterans Elementary School. 85% of my class is learning to speak English. Also, approximately 90% of my students are on the free or reduced lunch program. Needless to say, most of my class don't have the opportunity to participate in children's theatre or to see many live performances.

The Missoula Children's Theatre provided a perfect opportunity for my students to experience actors and acting. The two actresses were enthusiastic and had very useful information to share with my students. My class was engaged the entire time and enjoyed the presentation thoroughly. I believe that it will be difficult for me to find another small group experience that will be so interesting for these kids.

Thank you again for the opportunity,

Jim Frost  
Fourth Grade  
Veterans Elementary



Dear Jennifer AND Becky

Thank you for coming to our classroom  
on July 28 2005

you are funnier and sillier

you must be lucky to be working at

art + work.

Your friends,

JAMES



# Reno's Artown showcases local, national performers in July

**R**ENO, NEV. — Artown, a celebration of Northern Nevada Arts, is hosting a month-long 10th anniversary party that pays tribute to some of the country's most acclaimed cultural acts while also honoring the region's talented performers.

The festival, from July 1-31, brings an intriguing mix of talent to Reno, from Grammy Award-winning Ladysmith Black Mambazo of South Africa to the Chieftains of Ireland.

With major funding provided by the City of Reno, Artown features more than 300 events — most of them free — produced by organizations and businesses in 82 locations citywide.

Other festival highlights include the Mormon Tabernacle Choir, the dance group Pilobolus, and local performers such as the Reno Philharmonic and the Great Basin Chautauqua. This year's line-up of top-notch performers illustrates how Artown, in its 10 years of existence, has grown from a local event to one of regional and national significance. The lineup includes:

- **Nā Lei Hulu** (8 p.m. Friday, July 1) — The renowned dancers of San Francisco's Nā Lei Hulu I ka Wākea combine traditional hula with modern dance techniques set to music ranging from Eminem to Tony Bennett. Admission is free.
- **Mormon Tabernacle Choir** (7:30 p.m. Saturday, July 2) — This renowned



The Reno Philharmonic Orchestra preforms for a crowd Bartley Ranch's Hawkin's Amphitheater in Reno. The orchestra will participate in Reno's Artown celebration this year. For more information, visit [www.renosalartown.com](http://www.renosalartown.com).

group of 360 men and women from many different backgrounds and professions brings its inaugural Reno performance to the Lawlor Events Center. For tickets call (775) 784-4444 or go to [Tickets.com](http://Tickets.com). Tickets are \$10, \$30, \$60 and \$65.

• **Pilobolus** (8 p.m. Thursday, July 7) — The internationally known masters of crazy contortions and anthropomorphic acrobats known as Pilobolus come to the Pioneer Center for a performance that could be described as eye-popping, gymnastic, quirky, sexy,

humorous, and totally unbelievable. For tickets call (877) 639-3728 or go to [www.neweratickets.com](http://www.neweratickets.com). Tickets are \$20, \$38 and \$48 with a \$5 discount for seniors and students.

• **Movies in the Park** (9 p.m. Fridays July 8, 15 and 22) — "Movies in the Park" returns to Wingfield Park in July with four classic films—including the series' first full-length animated film. In 2004, filmgoers cast ballots for their favorite Artown film from previous years and "The Sound of Music," "The Iron Giant," "Treasure of the

Sierra Madre," and "Moonstruck" won. Admission is free.

• **Pops on the River** (5 p.m. Saturday, July 9) — The "Pops" is a unique combination of Mardi Gras, a gourmet picnic, and a magnificent concert under the stars performed by the Reno Philharmonic Orchestra led by Maestro Barry Jekowsky. Tickets start at \$30. For tickets call (775) 323-2030.

• **Family Series** (7 p.m. Mondays, July 11, 19 and 25) — Families gather for free performances catering to chil-

dren. This year's featured performers include Beethoven's Wig performed with the full Reno Philharmonic, Beakman Live, and Missoula Children's Theatre. Admission is free.

• **Ladysmith Black Mambazo** (7:30 p.m. Wednesday, July 13) — Grammy Award-winner Ladysmith Black Mambazo will headline the Northern Nevada Food Bank's Food for the Soul concert series at Wingfield Park. The musical group produces intricate rhythms and harmonies of South African musical traditions with the sounds of Christian gospel music, resulting in a representation of religious, cultural and ethnic landscape. Admission is a suggested donation of \$5 or canned food.

• **The Chieftains** (8 p.m. Friday, July 15) — Ireland's legendary musical ensemble will re-create the traditional sounds of their homeland during what promises to be a memorable Artown performance in the Rose Ballroom at John Ascuaga's Nugget.

For tickets call (800) 648-1177 or (775) 356-3300 or go to [janugget.com](http://janugget.com). Tickets are \$37 and \$42.

• **Great Basin Chautauqua** (6 p.m. July 18-21) — Chautauqua brings history alive under the big tent at Rancho San Rafael Park. The Chautauqua performers, who portray historical characters, will present "Head to Head: Great Confrontations in American History." Audiences can meet and converse with

Harry Truman, General Douglas MacArthur, Theodore Roosevelt, Elizabeth Cady Stanton, and others. For tickets and information call (775) 784-6587. Tickets are \$10 general admission and \$20 reserved seating.

• **Paramount's Original Laser Spectacular** (8 p.m. Saturday, July 23) — In the Reno Hilton Theater and featuring the music of Pink Floyd, this visual and auditor spectacular will entertain Artown audiences with a kaleidoscope of color accompanied by 10,000 watts of concert sound. For tickets call (775) 789-3385. Tickets are \$15 and \$20.

• **"Always. Patsy Cline"** (8 p.m. Thursday, July 28 and Friday, July 29) — "Always. Patsy Cline" tells the story of the infamous Cline through the words of her longtime pen pal, fan and friend Louise Seger. For tickets call (775) 322-1538 or go to [renosalartown.com](http://renosalartown.com).

• **The East Village Opera Company** (8 p.m. Sunday, July 31) — For the Artown closing night, the festival will end on high note in Wingfield Park with the cutting-edge, East Village Opera Company, a six-piece rock band with a string quartet combines classic opera arias with contemporary rock and pop to create a mix of sound that reaches a broad audience, from 20 to 50. Admission is free.

Over the years, Artown has grown into what the National Endowment for the Arts called "one of the most comprehensive festivals in the country." About 140,000 people attend Artown annually.



## Sacramento Bee, June 19th, 2005

# Reno devotes July to the arts

By Mel Shields  
BEE CORRESPONDENT

**R**eno will host the 10th annual Artown in July with 31 days and nights dedicated to the visual and performing arts.

What began as a modest regional arts festival has grown into what the National Endowment for the Arts calls "one of the most comprehensive festivals in the country," with more than 60 organizations and businesses offering more than 200 mostly free events in 50 venues. It attracted 140,000 people last year. In the past, the festival has hosted artists as diverse as the Joffrey Ballet, Arlo Guthrie, Marcel Marceau and Project Bandaloop. It now shares artists with the Stern Grove Festival in San Francisco.

The focus is on entertaining the entire family, with a multitude of events aimed directly at children. For instance, at 1 p.m. weekdays during the event, the free "Discover" series takes place in Wingfield Park, allowing children to experience everything from Hawaiian dance to Shakespeare, hip-hop to paper-making.

The Artown festival kicks off at 7:30 p.m. July 1 with a free performance of Na Lei Hulu ka Wekiu, the San Francisco troupe that combines traditional hula with modern dance, all set to music ranging from the expected island melodies to the unexpected Eminem. The performance by 30 dancers and accompanying musicians uses a talk-story format.

July 2 features one of this year's biggest attractions when the Mormon Tabernacle Choir performs one of its rare outside-of-Utah engagements. The choir decided that this year it would be precarious to complete its overseas tour and opted to appear at three U.S. locations instead, including Reno's Lawlor Events Center (and Sacramento's Arco Arena on July 1). The choir performs a variety of vocal music both sacred and secular, and consists of 360 voices (7:30 p.m.; \$10, \$30, \$60, \$65; 775-784-444 or tickets.com).

Pilobolus is the group of con-

tortionist and acrobatic dancers that has become a big name in modern dance. Its previous Artown appearances have been popular; people like seeing arms become legs, one person turn out to be two, and the construction of a human carousel. Pilobolus will appear at 8 p.m. July 7 at the Pioneer Theater for the Performing Arts (\$20, \$38, \$48, with \$5 discount for seniors and students; 877-639-3728 or neweratickets.com).

The popular "Beethoven at Bartley" series returns at 7:30 p.m. Mondays, featuring classical music under the stars at the beautiful Hawkins Amphitheater. This year finds the Turtle Island String Quartet on July 11, the Reno Chamber Orchestra on July 18 and the Fuller Brothers with four-hand piano on July 25 (free). On those same Mondays, families may find more diverse fare at 7 p.m. in Wingfield Park with the group Beethoven's Wig, which will perform with the Reno Philharmonic, on July 11; "Beakman Live!" on July 18; and the Missoula Children's Theater's "The Jungle Book" on July 25 (free).

The annual "Pops on the River" concert takes place in Wingfield Park on July 9 with the Reno Philharmonic conducted by Barry Jekowsky. The festivities begin at 5 p.m., when reserved tables begin filling up with diners. General admission is \$30 (775-323-2030).

Ladysmith Black Mambazo, the Grammy-winner for this year's Best Traditional World Music CD and the accompanying group on Paul Simon's "Graceland" album, highlights this year's Food for the Soul series on July 13 in Wingfield Park. Other groups in the series are the Gospel Hummingbirds on July 6, Firebird Balalaika on July 20 and the Reno Jazz Orchestra with Wayne Wallace on July 27 (6:30 p.m.; \$5 suggested donation or canned food donation to the Food Bank).

The Chieftains of Ireland, celebrating 40 years of traditional Celtic music, will perform what will undoubtedly be one of the festival's most popular concerts in the Rose Ballroom at

John Ascuaga's Nugget, 8 p.m. July 15 (\$37, \$42; 800-648-1177).

Paramount's Original Laser Spectacular, featuring the music of Pink Floyd, boasts 10,000 watts of concert sound and will be presented at 8 p.m. July 23 in the Reno Hilton Theater (\$15, \$20; 800-648-3568).

The three Korean sisters of the Ahn Trio perform at 8 p.m. July 24 in the Hawkins Amphitheater - the music of Haydn, Beethoven and the Doors all part of the program (\$25, \$35; 775-322-1538).

The East Village Opera Company will close the festival at 8 p.m. July 31 in Wingfield Park. The six-piece rock band will combine with a string quartet performing arias and contemporary rock and pop (free).



Artown

The Chieftains will perform July 15 during Reno's Artown festival.

The Nevada Museum of Art will host two exhibitions: Darius Kuzmickas' "Pinhole Camera Photographs" during the first half of July and the 2005 Nevada

Triennial, showcasing Nevada art of the past decade, opening July 16 (775-329-3333).

A full Artown schedule can be seen at [www.renoartown.com](http://www.renoartown.com)

## IN BRIEF

### NEVADA

#### Reno schedules 31 days of events for Artown

In July, Reno becomes "Artown" — featuring 300 arts events, exhibits and performances over 31 days.

Scheduled programs include the Chieftains, the Ahn Trio, the Mormon Tabernacle Choir, Pilobolus, Pops on the River, Shakespeare for kids, art and photo exhibits, string quartets, jazz bands, children's art workshops and historic walking tours.

Admission to many events is free, including these:

■ The opening-night performance (July 1) by Na Lei Hulu, a hula troupe from San Francisco, and the closing night performance (July 31) by the East Village Opera Company of New York City.

■ The World Series events on Wednesdays (Gospel Hummingbirds, Ladysmith Black Mambazo, Firebird Balalaika, "A Night in Havana" with the Reno Jazz Orchestra).

■ The Family Series on Mondays (Missoula Children's Theatre, Beakman Live!) and the Dance Series on Tuesdays (Opus in Blu, Dancing on the River, among others).

■ The "Beethoven at Bartley" classical series, including the Turtle Island String Quartet.

■ "DeSotos, Dames and Dudes: Divorce Reno-Style," a program on Reno's history.

For dates, times and a full list of events, check [www.renoisartown.com](http://www.renoisartown.com).



ARTHUR ELGORT — COURTESY OF RENO IS ARTOWN

The Ahn Trio is among the acts playing Reno's Artown festival. They take the stage on July 24.



# Reno Celtic Celebration, July 24th, 2005

## RENO CELTIC FESTIVAL

SUNDAY, JULY 24, 2005

RENO GAZETTE-JOURNAL/RGJ.COM

3A

### NORTHERN NEVADA MOMENTS

## Gathering of the clans



Travis Zurwalt, left, and Aaron Shaw, also known as the Wicked Tinkers, play in traditional kilts Saturday during the Reno Celtic Festival in downtown Reno. The weather, however, was decidedly unCeltic.



Mark Murphy, left, and Robert Sandstedt do mock battle Saturday in front of a crowd at Wingfield Amphitheater.

## Everyone's a little bit Celt at a celebration of the misty isles

BY CARLA ROCCAPRIORE  
croccapriore@rgj.com

Performing the "Wingfield Rant," Celtic dancers showed spectators Saturday that not all their numbers were difficult.

"If you can skip and hold hands, you can do this dance," said master of ceremonies Mark Sturdivant, 48, of Reno, as the Silver State Scottish Country Dancers tried to get audience members on stage at Barbara Bennett Park.

Reno's Celtic Celebration continues from 10 a.m. to 4 p.m. today at Bennett and Wingfield parks downtown. International Game Technology is sponsoring the event that continues and celebrates the cultures of Brittany, Cornwall, Galicia, Isle of Mann, Ireland and Scotland.

Reno resident Beth Natko was among the audience members who danced with the Scottish group.

"It was fun and very lively," said Natko, 44. "I actually did better than I thought I would because I'd never done it before."

People of Celtic descent also were able to learn about their last names, known as "clans."

"In Scotland, they're real tight on the names and who you're related to," said Brian Gibbs, 41, of Yerington, regent of the Clan Buchanan Society International California/Nevada chapter.

### FAST FACTS

**WHAT:** Reno Celtic Festival

**WHEN:** 10 a.m. to 4 p.m., today

**WHERE:** Barbara Bennett Park, at Island and Arlington avenues, and at Wingfield Park, at First Street and Arlington Avenue in downtown Reno

**ADMISSION:** Free

**INFORMATION:** [www.RenoCeltic.org](http://www.RenoCeltic.org) or 332-3336

*'If you can skip and hold hands, you can do this dance.'*

MARK STURDIVANT  
■ Master of ceremonies



At top, Jessica McIntyre, 5, of Sparks moves to the sound of her own drummer as the Celtic music pulsates at the festival, while at left, drummer Warren Casey of the Wicked Tinkers sounds out the cadence for appreciative onlookers during the Reno Celtic Festival in downtown Reno.



RENO GAZETTE-JOURNAL

■ Books: Familiar detectives return in mysteries. 3H

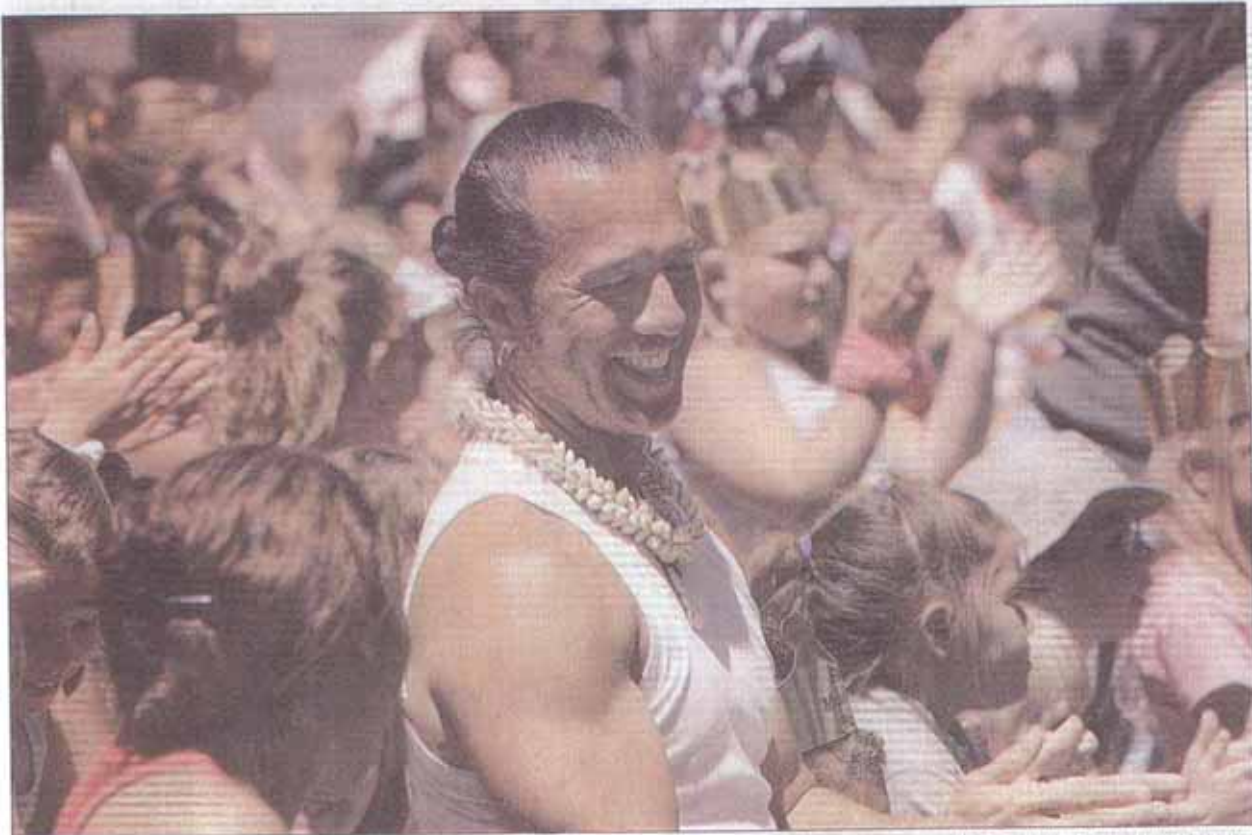


# SUNDAY LIVING

Sunday, June 26, 2005 ♦ RGJ.com/Living

*If it's July, it must be ...*

## ARTOWN



ANDY BARRON/RENO GAZETTE-JOURNAL FILE PHOTO

The Ha Lei Hula I Ka Weku dance company led children at Wingfield Park in Hula dancing as Artown kicked off its 2003 season. The group returns for a Friday performance.

*Highlights include vocal groups, dancing and 'Horror'*



BY FORREST HARTMAN  
FORREST@RGJ.COM

This year's Artown is more than a month-long celebration of music, dance, theater and fine arts. It's a look back at the festival's 10-year history, and organizers wanted to create something special.

"We wanted to make sure we maintained the rhythms and patterns and themes that we've had in the festival for the last several years," said executive director Beth Macmillan. "Then, with the highlights, we really wanted to make sure that we not only brought traditional arts, but we also brought cutting-edge, different arts that have not been seen in this community."

That meant a festival that includes everything from hula dancers to a cutting-edge classical trio. It also meant a downtown art market, a designated place to unwind after performances and other additions.

"There's going to be street performers around," Macmillan said. "We're really trying to make that ambience around downtown. When you come to an Artown event, your experience starts the



CANDICE TOWELL/RENO GAZETTE-JOURNAL FILE PHOTO

Bartley Ranch Regional Park performances have been popular in the past during Artown. This July, the Ahn Trio returns for a July 24 performance.

moment you park your car. You don't have to walk all the way to the park to find the art."

With more than 300 events on the schedule, scheduling takes effort, but a rundown of the highlights follows. For a more complete schedule see Page 5H.

## Dance

**Na Lei Hulu I Ka Wekiu:** 8 p.m. Friday at Wingfield Park. Free.

This San Francisco-based Hawaiian dance group opened the Artown festival two years ago, adding both theatrics and cultural zing. Macmillan said the performance was the most popular opener the festival has had, so it seemed appropriate to bring it back.

Although Na Lei Hulu performs traditional Hawaiian dances, one needn't expect a downbeat



evening of Don Ho tunes.

The group spices its act with what it calls "hula mula," or hula performed to non-Hawaiian songs. When tanned dancers start swinging their hips to rap, swing and pop rock tunes, the hula stereotypes fall pretty quickly.

**Pilobolus:** 8 p.m. July 7 at the Pioneer Center. Tickets: \$20 to \$48. Call (800) 610-5383 or visit [www.pioneercenter.com](http://www.pioneercenter.com).

In 2001, Pilobolus' two-

dancer offshoot, Pilobolus Too, opened the Artown festival. This year, Reno is getting the whole company. Noted for choreography that owes as much to gymnastics as dance, the company presents works in which performers climb over and cling to one another, often creating shapes that seem to defy gravity.

**Dancing in the Park Series:** Artown puts the spotlight on northern Nevada's local dance groups each Tuesday. All shows are free in Wingfield Park beginning at 8 p.m. This year's lineup includes:

■ July 5: "Opus in Blu," a lyrical, jazz and hip hop dance show designed by Creative Performing Arts Center choreographer Blu.

■ July 12: A look at different movement styles accompanied by percussion presented by InnerRhythms Dance Theatre.

## MORE ON ARTOWN

**COMING UP:** Catch these previews of Artown events.

**MONDAY:** In Living, we round up events for kids, including the Family Series and Discover the Arts.

**TUESDAY:** In Living, an art exhibition at Silver State Gallery displays the works of several artists who integrate Indian petroglyphs.

**WEDNESDAY:** In Living, A preview of the Mormon Tabernacle Choir.

**FRIDAY:** In Calendar, we preview the more unusual events.

■ July 19: "Dancing on the River," a Sierra Nevada Ballet show covering everything from classical ballet works to modern dance and tap.

## Music

**The Mormon Tabernacle Choir:** 7:30 p.m. Saturday at Lawlor Events Center. Tickets: \$10 to \$65. Call (800) 225-2277.

The 360-member choir has performed at the Olympic Games, numerous World Fairs and the inaugurations of five U.S. presidents. The group is also known for its weekly radio program, "Music and the Spoken Word," which has been broadcast nationally since 1929.

Although the singers are volunteers, the choir has a rigorous audition and training program that must be passed by each new member. What's more, all singers must be practicing members of the Church of Jesus Christ of Latter-day Saints and live within 100 miles of Salt Lake City's



ARGYLE ENTERPRISES AND TW

Wingfield Park will be alive with "The Sound of Music" on July

SEE ARTOWN ON 4H



# Special events lead the way

In wake of a flat spring, summer tourism picks up popularity, profitability

BY GAURAV GHOSE

Artown, Hot August Nights, the Great Reno Balloon Race, Street Vibrations — the list of special events grows each year. And so does Reno's tourism.

Hotel counts around the Truckee Meadows are up. In fact, the summer's special events boosted the Harrah's hotel side into outperforming the casino, says Jamie Agee, Harrah's

Reno Casino and Hotel spokesperson. The high hotel occupancy, in turn, helped the casino side of the business, too, she adds.

Atlantis Casino Resort also expects a "strong summer," says John Farahi, the resort firm's chief executive officer. Meanwhile, the Peppermill Hotel and Casino's performance this summer has been "close to 100 percent occupancy," says Bill Hughes, Peppermill's director of marketing operations.

The end of July figures comprising all 24 hotels in Washoe County saw a 10.6 percent increase, from \$22.9 million to \$25.3 million, in taxable revenues over July 2004, according to Tim Smith, vice president of finance at the Reno-Sparks Convention and Visitors Authority.

The average cash room rate also went up from \$69.81 to \$76.29 per night, a 9.3 percent

See **TOURISM**, page 23

www.nnbw.biz

NORTHERN NEVA

## TOURISM, from page 1

increase and even the paid room versus comp room rate saw a 1.2 percent rise. Given this strong showing in the first month, "we are very optimistic about the summer and fall," says Smith.

The ticket sales to concerts and shows at the new Reno Events Center, women's volleyball competition and the various special events in July brought in overnight visitors, mostly from California, and contributed to the impressive July figures, adds Smith.

This early summer showing and optimism comes as upbeat news in the wake of the Gaming Control Board's recent report that the tourist-dependent Reno casinos' 2004-2005 win of \$731.64 million was 0.7 percent less than the year before. And, according to the Board, this was the lowest win total since 1995. Though casual day trips — tourists who come to play the slot machines — have fallen off, Reno retains its appeal as a getaway tourist destination, says Ken Adams, a Reno-based gaming consultant.

In its new role as a special events mecca and a place with diverse attractions from museums to performing arts and river sports to golfing, he says, Reno keeps attracting increasing numbers of tourists and so, treated separately from the gaming and casinos part of the economy, tourism is a positive.

"All of these together make Reno a pretty good community and from this standpoint, it's as good as it was in the past — when gaming ruled," Adams says. "With new and smaller events taking place in the new Reno Events Center, tourism is gaining momentum."

Peppermill's Hughes agrees with Adams. The majority of the visitors coming to Peppermill, he says, are "free independent travelers" who not only play table games, poker and slot machines but also partake in the variety of entertainment that the town has to offer, especially the different cultural and art events in summer.

This year's Artown attendance confirms Adams' observation. The preliminary figures show an 18 percent growth this year over 2004's 140,000, according to Alice Parsons, office and events manager with Artown.

Don Schmid, executive director of Hot August Nights, agrees it was big. "As far as the merchandise sales, we were dead spot on as last year," he says. Also, the waiting list to participate in the event keeps rising and now stands at 1,800, he says. The cap for the total number of participants in America's love

affair with cars and Rock N' Roll is 5,000.

While tourism in Reno this summer is expected to hold its own, north shore of Lake Tahoe is expecting to post its strongest performance in the last six to seven years, according to Bill Hoffman, executive director of Lake Tahoe-Incline Village and Crystal Bay Visitors Bureau.

The June 2005 hotel occupancy was up 21 percent over last year and preliminary visitors' count determined by the bureau in July increased from 10,000 to 16,000. Both the Hyatt Regency Lake Tahoe Resort and Cal Neva Lake Tahoe Hotel Casino have seen close to 100 percent occupancy and they anticipate the whole of August and September to be that way, says Hoffman.

In Carson Valley, hotel occupancy this summer is the same and casinos have gained a little over last year, says Bill Henderson, director of sales and marketing of Carson Valley Inn in Minden. Like Reno, Henderson says, the area has its own special local events such as Carson Valley Days, bicycling events and car shows.

Summer is also a big time for weddings, anniversaries, and birthday celebrations. And this summer, Henderson adds, a lot of people are visiting simply because they were not able to get out because of bad weather conditions last winter and spring.

It's no surprise that most casino resorts in Reno and northern Nevada have stepped up marketing efforts to showcase the entire package: the casinos, special events, area attractions and restaurants. And it is this entire package that seems to be appealing to those who want to get away to a place for more than just a day, say both Peppermill's Hughes and Harrah's Agee.

Lake Tahoe Incline Village/Crystal Bay Visitors Bureau markets Reno and Sparks' special events and festivals, too — besides marketing its own water recreation and spas.

While Harrah's and Peppermill have worked to attract both the local and non-local patron, many of whom are repeat customers, Hoffman of Incline Village says that his area's customer base — though still weighted in favor of California — has expanded.

Since last year, some of his bureau's marketing dollars, he adds, have been targeted to visitors from Texas and Arizona. "They spend more time and more money and these are air travelers who come here for an actual vacation."

## Artouring takes you into the studio

BY FORREST HARTMAN  
forrest@rjg.com

Toni Lowden knows there's nothing like catching an artist at work.

"I think it's an entirely different experience than seeing art hanging on the wall in a gallery when you actually talk with the artist and you see what goes into the piece and they share their creative process," she said.

An artist herself, Lowden began leading tours through the studios of local artisans in 1999. The result was Artouring, a business that gives people the chance to meet area artists and learn about their techniques.

Painter Chad Sorg said he gives Artouring visitors an overview of his methods, which involve a variety of media.

"People like going in the

studio," he said. "You're showing them something that not many people get to see I guess. ... I take it for granted, but people come down and they're like, 'Wow. This is where you do your work!'"

The tours have benefits for artists as well.

Painter Patty Melton said tour participants sometimes become clients and, besides that, it's fun to show off one's technique. For her, that means creating a portrait on the spot.

"(Visitors) are all pretty interested because it's watercolor and they like watching it kind of pop out,"

she said. "I've been on this tour for seven years, and I love it."

Following is a list of Artouring events for July's Artown festival. To learn more about individual artists, visit the Artouring exhibition running through July at the Nevada Museum of Art.

**July 1:** Bused visit to the studios of Maria Partridge (painting and drawing) and Connie Paulson (fused glass). Lunch at Cafe Musee and hands-on workshop with Partridge. 9 a.m. to 3 p.m. Cost: \$75 general, \$60 Nevada Museum of Art members, includes museum admission. RSVP by calling the museum at 329-3333, Ext. 260.

**July 6:** Visit Patty Melton (watercolor portraits), Jutta Gierl (metal sculpture) and Joan Shonnard (watercolor plein-air painting). Self-driving



CHAD SORG examines a piece of art at his Bilelun Art Gallery.

tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 9:** Visit with Linda Nazemian (fiber), Mimi Patrick and John Kattrasch (pottery), Larry Wahrenbrock (jewelry), Paula Saponaro (painting)

SEE ART ON 4E

## Art/Check out studios

From 1E

and The Cassidys (turquoise). Lunch at the Gold Hill Hotel and optional, add-on visit with Jean Legassick and Jeff Nicholson of Great Basin Gallery. Self-driving tour to Virginia City from 9 a.m. to 4:30 p.m. Cost: \$50.

**July 13:** Visit Dale Pappas (pottery), Chad Sorg (mixed media painting) and Anne Hall (oil painting). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 16:** Visit Joe Zuccarini (metal sculpture), Jim Zlokovich (painting), Toni Lowden (weaving), Donia Lilly (pastels-acrylics), Carol F. Anderson (wire-wrapped objects) and Alice Brown (jewelry). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 20:** Visit David Boyer (kinetic sculpture), Dean Burton (photography) and Lara Alberti (assemblage). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 20:** "Van Gogh's Table" special event beginning at 6:30 p.m. at Nothing To It Culinary Center, 220 Crummer Lane. Cocktails and painting demonstration on Van Gogh's style by Jim Zlokovich, followed by a Nothing To It cooking demonstration. There will also be a sampling of recipes from the book "Van

### DETAILS

**TOUR:** For reservations or more information on Artouring events, call Toni Lowden at 826-3655 or 772-0844.

**MORE ARTOWN:** Artown, Reno's July arts festival, kicks off a week from today. Read more about it in Sunday Living.

Gogh's Table at the Auberge Ravoux." Participants will receive a copy of the book. Cost: \$75. To RSVP, call Nothing To It at 826-2628, Ext. 1.

**July 23:** Visit Jim McCormick (collage), Stephanie Hogen (photography), Linda Yaxley (glass) and Beth Rubenstein (mod-pop painting). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 27:** Visit Joe Donahue (woodwork), Sandi Burke (jewelry) and Jann Selleck (papermaking). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.

**July 30:** Visit Gini Campbell Annis (oil painting), Michael Stosic (Impressionist landscapes) Tia Flores (gourd sculptures), and Molly Gardner (baskets). Self-driving tour from 9 a.m. to 12:45 p.m. Cost: \$40.



# LIVING

Wednesday, July 6, 2005 ♦ RGJ.com/living

ON STAGE

## Pilobolus

Modern dance group brings trademark style of athletic, weight-sharing moves to Reno

BY FORREST HARTMAN  
forrest@rgj.com

Sometimes it pays to be an outsider. Just ask the founding members of Pilobolus.

The modern dance company was born during the early '70s in a Dartmouth College class attended mainly by untrained dancers. But inexperience didn't stop a handful of students from developing a nationally recognized company.

"We dressed as we saw fit and showed up without any experience of dance, no training other than theater or sports," said co-founder Michael Tracy. "We started to collaborate back in school, partly because we didn't know how to choreograph ourselves individually. So we would just talk together and invent our own interpretation."

Some 35 years later, Pilobolus is among the most recognized

names in modern dance. The group is performing Thursday at the Pioneer Center as part of Artown.

It was lack of experience that contributed to Pilobolus' style, Tracy said.

"We didn't have a preconception of what our technique should be or what choreography should look like," he said. "It actually helped us. It was more of a blue sky, more of an open field in terms of what might constitute interesting choreography. We use ourselves as kind of a marketing focus group and test to see what we find interesting or funny or unique. That is what we put on stage."

These days, the founders of Pilobolus have plenty of

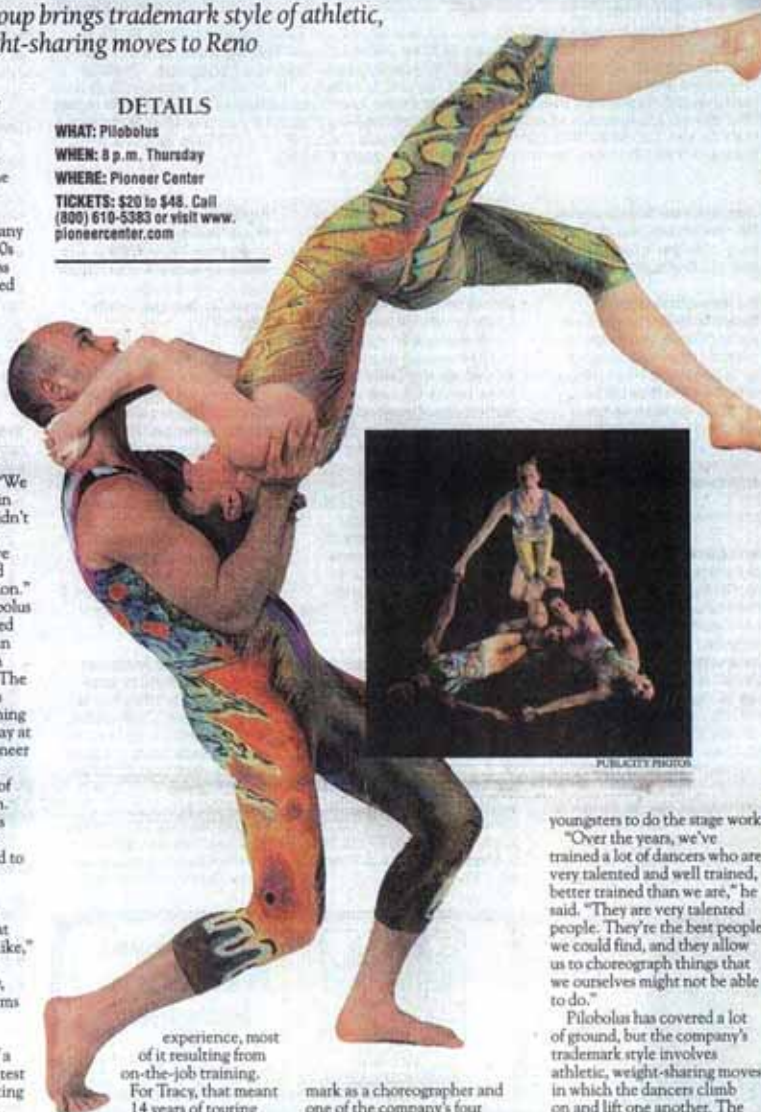
### DETAILS

**WHAT:** Pilobolus

**WHEN:** 8 p.m. Thursday

**WHERE:** Pioneer Center

**TICKETS:** \$20 to \$48. Call (800) 610-5383 or visit [www.pioneercenter.com](http://www.pioneercenter.com)



PUBLICITY PHOTOS

experience, most of it resulting from on-the-job training.

For Tracy, that meant 14 years of touring as a company dancer.

In 1987, he gave up the stage, but he continues to make his

mark as a choreographer and one of the company's four artistic directors. He envies the company dancers, he said, but he knows it's time for the

youngsters to do the stage work.

"Over the years, we've trained a lot of dancers who are very talented and well trained, better trained than we are," he said. "They are very talented people. They're the best people we could find, and they allow us to choreograph things that we ourselves might not be able to do."

Pilobolus has covered a lot of ground, but the company's trademark style involves athletic, weight-sharing moves, in which the dancers climb on and lift one another. The resulting shapes can be quirky,

SEE PILOBOLUS ON 6E



## Perlmutter's classical quips highlight Artown family series

BY SEVIL OMER  
sevil@rgj.com

"Beethoven's wig is very big  
Beethoven's wig is long and curly and it's  
white  
Beethoven takes his wig off when he sleeps  
at night  
Because it's big  
It's very big  
Beethoven's wig is big  
It's really big...."

**S**o sings Richard Perlmutter in his ode to Beethoven's Fifth Symphony. The California cutup pulls no punches when it comes to classical music. Even singing quirky tunes on behalf of Beethoven's long, curly and white hair. The songwriter has tested and set words to famous symphonies to a target audience of tiny ears.

The result: instant success.

"I got a copy of his CD and I listened to it, and I wasn't quite sure of it at first," said Tim Young, executive director of the Reno Philharmonic. "Then my kids listened to it. They just loved it. They wanted to hear it over and over and over again."

Young played Perlmutter's CD to his committee at the Philharmonic. They listened. They liked it, too. Even better, they liked the idea of backing Perlmutter with a full orchestra during his first performance in Reno. They set a date.

Perlmutter and the Reno Philharmonic will team up for a July 11 concert, one performance among three to headline in



**INSIDE**  
**DISCOVER THE ARTS:**  
A list of what's in store for the kiddies in July. Page 6D



PHOTOGRAPHY

the Artown Family Series next month. Other acts include Paul Zaloom, the wacky science guy from "Beakman's World," and the Missoula Children's Theatre International Tour Project. All shows start at 7 p.m. at the Wingfield Park Amphitheater and are free.

"These programs are geared for kids and for them to have a great summer place to go to," said Beth Macmillan, executive director of Artown.

Perlmutter's 60-minute concert will

include whimsical renditions of familiar classical pieces by Beethoven, Bach, Mozart, Verdi, Brahms, Schubert, Chopin, Strauss and Dvorak.

Blending lyrics to match melody and meter with clever books about the composition or composer, Perlmutter opens creative doors for children in their first exposure to music appreciation.

The "Today" show, National Public

SEE ARTOWN ON 6D

### ARTOWN FAMILY SERIES HIGHLIGHTS:

■ **Beethoven's Wig:** Richard Perlmutter and the Reno Philharmonic team up at 7 p.m. July 11.

■ **Beakman Live!** Beakman's World Paul Zaloom takes the stage at 7 p.m. July 18.

■ **Missoula Children's Theatre:** "The Jungle Book." The troupe produces a full-scale musical with 50 to 60 local children as cast members at 7 p.m. July 25. Auditions for the Jungle Book production are open to the public. The troupe is looking for children ages 6 to 8 to perform in the show. The audition is 9:30 to 11:30 a.m. July 18 at the First United Methodist Church, 209 W. First St. Some cast members will be asked to stay behind for a rehearsal immediately following the audition. Rehearsals are scheduled for July 18 to July 22.

■ **Details:** Visit [www.renoartown.com](http://www.renoartown.com) or call 322-1538.

## Artown/Perlmutter has a degree from Yale

From 1D

Radio's "Morning Show" and "All Things Considered" recently featured his work. Perlmutter also earned a recent Grammy nomination for best musical album for children. His CDs are "Beethoven's Wig" and "Beethoven's Wig 2."

Songwriting and performing continue at a fast clip for Perlmutter. The first "Beethoven's Wig: Read Along Symphonies" picture book, complete with a music CD featuring new songs, will be published by Rounder Books in fall, and a new Beethoven's Wig 3 CD will be released in 2006.

Perlmutter exposes children to classical music by adding humor and simplicity to complex formulas.

"It's like a fear of math," said Perlmutter from Los Angeles home.

"You get really nervous about it, and you end up never really trying it. Like math, I wanted to take the fear out of classical music."

Consider it the best of classical music for the next generation.

"It's a pop introduction to



The Missoula Children's Theatre troupe produces a musical of "The Jungle Book" with 50-60 locals as cast members at 7 p.m. July 25.

classical music, allowing ears to hear melodies they would not otherwise hear," he said. "Most often, someone will hear classical music as one big blur. I want them to experience and hear all the layers."

Coming up with witty lyrics that roll off the tongue with such ease and simplicity is tricky.

"For my first song, my goal was to make it sound like kids would sing it on the playground," he said.

Around and around his

Artown's Discover the Arts offers a month-long arts festival for children to explore dance, music, fine arts and theater. Events are free and begin at 1 p.m. at Wingfield Park Amphitheater unless otherwise noted. The programs include a hands-on arts craft for children to take home. A quick replay shows:

■ **Hawaiian Dance:** Hawaiian-style dance lessons by Na Lei Huku on Friday. Ages 6 to 12.

■ **Hip Hop:** Creative Performing Arts Center gets kids up and dancing on July 5.

■ **Peter and the Wolf:** Members of Reno Pops Orchestra bring instruments that double as characters in Prokofiev's classic work July 6.

■ **Papermaking:** A Collaboration with Artouring and Discover the Arts on July 7. Reservations required, call 784-1985. Location: McKinley Arts and Culture Center, 925 Riverside Drive.

■ **Young Musicians:** Jazz musician Colin Ross and some

writing playfully went.

A guitar-playing art major at heart and a business degree from Yale, Perlmutter dabbled in country music in Nashville in the 1980s. He gave that up and then headed West.

### DISCOVER THE ARTS

youthful performers grace the stage July 11.

■ **Basque Dancing:** Children are invited to learn colorful dances from members of the Zarapak Bat Basque club July 12.

■ **Opera for Kids:** Discover the world of opera with Nevada Opera on July 13.

■ **Pastels for Kids:** Local artist Donna Lilly and her Artouring colleagues present a special art class using oil pastels for children, ages 7 to 12, on July 14. Location: McKinley Arts and Culture Center, 925 Riverside Drive. Reservations required. Call 784-1985.

■ **Young Cowboy Poets:** Young fiddlers and cowboy poets join Larry Maurice onstage for a session devoted to spoken and singing art of the Old West on July 26.

■ **"Beakman's World":** Art is everywhere, even in the sciences. Beakman will be on hand July 28 at Wilbur May Museum, Rancho San Rafael Park, 1502 Washington St. Details: Time: 10 a.m. to noon.

■ **Chautauque for Kids:** The Great Basin Chautauque, Nevada Humanities and Artown provide this opportunity for kids to see and hear young historians beneath the big white tent at Rancho San Rafael.

Dates and Times: July 18, 19, 20, and 21. Begins 9 a.m. to noon. Additional details: [nevadahumanities.org/youngchautauque.htm](http://nevadahumanities.org/youngchautauque.htm)

■ **The Pied Piper Rats:** The Backstage Kids from Carson City's Brewery Arts Center bring this fairy tale to life on July 27.

■ **City Kids Dancin':** Celebrate City Kids' 15th anniversary by bringing children to the park to dance on July 29.

■ **Watercolors:** Sierra Watercolor Society offers free watercolor lessons for children. Reservations required on this July 22 workshop. Workshop is from 12:30 p.m. to 2:30 p.m. at the May Museum, Rancho San Rafael Park, 1502 Washington St. Details: 785-5961

He wrote commercial jingles and joined former "Saturday Night Live" comedian Victoria Jackson in a few children's albums.

Being goofy hit the right cord.

"Writing is laborious, but the beauty of it is that I want it sound like anyone can do it," Perlmutter said. "I think the guys I write songs to would like it. I hope, at least, they would be delighted."



# Verdi for headbangers

*East Village Opera brings hard-rock arias to Wingfield*

BY FORREST HARTMAN  
forrest@rgj.com

When Tyley Ross and Peter Kiesewalter started the East Village Opera Company, they expected to ruffle some minks. Purists, they were convinced, would scoff at their hard-rocking renditions of opera classics.

"I know there are people who find this absolutely reprehensible," said Kiesewalter, the group's arranger and keyboard player. "I think, generally, we will offend people who have a holy reverence for this music, but I really don't think it's that radical, what we're doing."

And what are they doing? They're taking the world's best-known arias and giving them rock band treatments, replete with screaming guitars, thumping bass and even throat-singing. Theirs is an unusual sound, and it's coming to Wingfield Park Sunday for the close of the 10th anniversary Artown festival.

Vocalist Ross said the combination of opera and rock makes sense.

"Most of the people that we cover were the rock stars of the day, the rebels of their time," he said. "These were people who were breaking ground in their own day, so we feel it's important to continue that spirit more than it is the spirit of how the music has been treated in the time since."

So Kiesewalter and Ross tackle opera's greatest hits as they think Verdi and Rossini might have written them, were those composers living today.

"They'd certainly use electric guitars," Ross said. "They'd certainly use microphones. ... So we've embraced that, and we've embraced synthesizers, and we've embraced a broader palette of musical sounds that an arranger can use."

One of the biggest surprises for Ross and Kiesewalter is that scorn has been limited.

"We get people (at



PUBLICITY PHOTO

Peter Kiesewalter, left, and Tyley Ross created East Village Opera Company by adapting classic arias to rock band instrumentation. Sunday, they will close the 10th anniversary Artown festival with a free concert in Wingfield Park.

concerts) who are subscribers to New York City Opera or the Met who know this music like the back of their hand," Kiesewalter said. "I always shudder when I see them, because I think we're about to blast them or offend them. But they seem to like it the most because they're so intimately familiar with the source material, and they just think this is such a refreshing take."

As a result, the fan base for East Village Opera is

**'Most of the people that we cover were the rock stars of the day, the rebels of their time.'**

TYLEY ROSS ■ VOCALIST

deeper than Kiesewalter or Ross expected.

"It's not going to be everybody's cup of tea ... but

what we have found is that a lot of people who are into opera have come around in a really big way," Ross said. "It's amazing how many people show up to our shows, sort of the baby boomers and beyond, who are singing the lyrics to the songs at the same time they're punching the air like kids in a rock concert. I think it's important to remember that rock music has been around for a long time now, so most of the people who go to see opera also have at least some

SEE OPERA ON 3F



artown